

**M.Sc. IN CREATIVE DESIGN CAD/CAM
(MSCCRD)**

00114

Term-End Examination

June, 2014

MFW-045 : MANAGEMENT - II

Time : 3 hours

Maximum Marks : 70

Note : Attempt any **ten** questions. All questions carry equal marks.

1. Explain how socio-economic factors affect marketing activities of a company. 7
2. Define the term "cognitive dissonance". Why is it important to reduce the situation of cognitive dissonance ? 7
3. Explain the units of BCG matrix with the help of an example. 7
4. Why is targeting important ? Explain various targeting approaches. 7

5. Define organisational behaviour. State its importance and scope. 7
6. Define the term “Perception”. Explain its process. 7
7. What is personality ? Explain its determinants with suitable examples. 7
8. What is “Value” ? Discuss its various types. 7
9. Explain INCOTERMS – 2010 and its importance. 7
10. Explain L/C and its various types. 7
11. Explain I.P.L.C. with an example. 7
12. What is “Risk management” in International Trade ? Discuss its types and also types of losses. 7
