

**M.Sc. IN LEATHER GOODS AND
ACCESSORIES DESIGN (MSCLGAD)**

00354

Term-End Examination

June, 2014

MFW-059 : MANAGEMENT STUDIES - II

Time : 3 hours

Maximum Marks : 70

Note : *There are **three** sections in this paper. Attempt maximum **three** questions from each section. In total attempt **seven** questions. All questions carry equal marks.*

SECTION A

(Marketing Management)

1. Differentiate between convenience goods, shopping goods, speciality goods and unsought goods. 10
2. Differentiate between generic brand, private brand and manufacturer brand. 10
3. Explain the roles performed by market intermediaries in distribution channel. 10
4. Explain the four units of BCG matrix with the help of suitable examples. 10

SECTION B
(OB & HRM)

5. Define "Perception". Explain Perceptual process in brief. *10*

6. "A happy employee is a productive employee." Discuss with suitable examples. *10*

7. What are values ? Explain different types of values. *10*

8. Explain formation of attitude. Which source is stronger in formation of attitude ? *10*

SECTION C
(International Business)

9. Explain various methods of International Payment. 10
10. Explain INCOTERMS – 2010 and its importance in International trade. 10
11. Explain various modes of entry into foreign markets. 10
12. What are the major highlights of Foreign Trade Policy of 2009 – 2014 ? 10
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