

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

00224 **Term-End Examination**
June, 2015

MFW-045 : MANAGEMENT - II

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions. All questions carry equal marks.

1. What are the various resources of attitude formation ? Elaborate. 10
2. Define WTO. Explain its objectives and functions. 10
3. Explain the various stages of product life cycle. Also discuss the strategies followed by the marketer at each stage. 10
4. Differentiate between advertisement and sales promotion with the help of suitable examples. 10
5. Define marketing. Describe the different elements of marketing. 10

6. What is marketing channel ? Describe the various types of channels for consumer goods. 10
7. Define perception. Also write the factors responsible for its formation. 10
8. Write short notes on any *two* of the following : $2 \times 5 = 10$
- (a) Leadership Quality
 - (b) Self Concept
 - (c) Personality
 - (d) National Treatment Rule
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