

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS OF PAKISTAN



New Fall (E) 2011, April 2012 Examinations

Wednesday, the 18th April 2012

**MANAGEMENT AND MARKETING-(S-202)
STAGE – 2**

Time Allowed: 02 Hours 45 Minutes

Maximum Marks: 80

Roll No.:

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- (i) Attempt ALL questions.
 - (ii) Answers must be neat, relevant and brief.
 - (iii) In marking the question paper, the examiners take into account clarity of exposition, logic of arguments, effective presentation and language.
 - (iv) Read the instructions printed inside the top cover of answer script CAREFULLY before attempting the paper.
 - (v) DO NOT write your Name, Reg. No. or Roll No. anywhere inside the answer script.
 - (vi) Question No.1 – “Multiple Choice Question” printed separately, is an integral part of this question paper.
 - (vii) **Question Paper must be returned to invigilator before leaving the examination hall.**
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Marks

SECTION “A” – MANAGEMENT

- Q.2 (a)** Due to uncertain environment characterized by time pressures, increasing work loads, mergers and restructuring, a large number of employees are overworked and stressed. A study has found that stress is the leading cause of people quitting their jobs. Define ‘stress’. Describe the causes and symptoms of ‘stress’ and discuss how managers can help employees to deal with ‘stress’. **10**
- (b)** ‘Goals’ provide the direction for all management decisions and form a criterion against which actual accomplishments are measured. ‘Goals’ are set based on the objectives and deliverables and in consideration with the resource availability and capability. Explain what steps should be followed for goal setting? **05**
- (c)** An ‘organizational culture’ is the shared values, principles, traditions and ways of doing things that influence the way organizational members act. Employees learn an organization’s culture in number of ways. Briefly state the most common ways of learning an organization’s culture. **04**
- Q.3 (a)** The ‘personality traits’ defined in the Big Five model are not enough to describe someone’s personality. There are five other personality traits that are powerful predictors of behaviour in organizations, such as locus of control, machiavellianism, self-esteem, self-monitoring and risk taking. Briefly discuss these traits. **10**
- (b)** Now a days managers have been facing more ‘workforce diversity’ due to globalization. Among other things, diversity contributes more creative solutions to problems and enhances employee morale. How can a manager manage ‘workforce diversity’ through human resource activities? **06**
- (c)** ‘Power’ is the leader’s capacity to influence work actions or decisions. A person holding a managerial position theoretically has power but how well it is used will vary from one person to the next. Briefly state the ‘five sources of power’ used by leaders to influence work action for the benefits of the group or to organizations as a whole. **05**

PTO

SECTION "B" – MARKETING

- Q.4 (a)** Most companies produce a 'product line' rather than a single product. It is a group of products that are related in function, customer-purchase needs, or distribution channels. All product lines and items offered to customers by a particular seller make up the product mix. Define 'product line' and 'product mix'. Also describe the decisions companies make regarding their product lines and product mixes. **10**
- (b)** 'Pricing' is a difficult task because the various products have related demand/costs and face different degrees of competition. Elucidate the 'five product mix pricing strategies' which companies use for their products' pricing. **10**
- Q.5 (a)** Analyzing consumer needs, setting channel objectives, identifying major alternatives and evaluating them are the factors need to be considered while designing 'marketing channel' for a new product line. Elaborate. **12**
- (b)** Business buyers can be segmented geographically, demographically, or by benefits sought. There are many ways to segment a market, but not all segmentations are effective. Define 'market segmentation'. What are the requirements for an effective segmentation? **08**

THE END