

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS OF PAKISTAN



Fall (Winter) 2008 Examinations

Monday, the 24th November 2008

MANAGEMENT AND MARKETING – (S-202)

Stage- 2

Time Allowed – 2 Hours 45 Minutes

Maximum Marks – 80

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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, presentation and language.
 - (iv) Read the instructions printed on 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.
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SECTION “A” - MANAGEMENT		MARKS
Q.2 (a)	“Critics have challenged some of the basic assumptions underlying planning”. What are the primary arguments directed at formal planning? Should managers forget about planning? Explain in detail.	8
(b)	List down the key components of ‘human resource management process’. Briefly explain what kind of skills are upgraded under employees’ training?	6
(c)	What are the ‘learning organizations’ and ‘knowledge management’? How are these helpful in understanding dynamic environment of organizations?	6
Q.3 (a)	Job Characteristics Model (JCM) can be described in terms of five core dimensions. Explain the JCM framework and its characteristics.	8
(b)	What is organizational selection process? Discuss the importance of ‘validity’ and ‘reliability’ in the selection process of human resource.	6
(c)	Differentiate between “transactional” and “transformational” leadership.	6

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SECTION "B" - MARKETING

- Q.4 (a)** The companies evaluate and select specific foreign markets before entering into global businesses. Discuss various strategies of market-entry adopted by such organizations. **8**
- (b)** 'Public relations' is one of the major sources for mass promotion. What major tools are used by public relations professionals for promoting products or services of their organizations? **8**
- (c)** What do you understand by containerization/ inter-modal transportation? Discuss briefly. **4**
- Q.5 (a)** Marketers take products and services decisions at three levels. Define each level in detail. **8**
- (b)** Briefly explain 'market skimming pricing' and 'market penetration pricing' along with their conditions. **6**
- (c)** What are the specific factors that should be kept in mind while setting an advertising budget? **6**

THE END