

**INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS OF PAKISTAN**



**Fall (Winter) 2009 Examinations**

Wednesday, the 18th November 2009

**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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**MARKS**

**SECTION “A” – MANAGEMENT**

- Q.2 (a)** Effective workforce planning for specific enterprises involves determining which actions are needed to achieve business objectives. Recent reviews of workforce planning practices reveal, however, that many companies are dissatisfied with their ability to translate business strategies into the specific numbers of employees who would be needed to achieve business objectives. Therefore it becomes very important to forecast demand for and supply of labour. **10**
- Laurie Mullins in 2002 devised a model of the different elements involved in HRM planning identified as stages in human resources planning. Draw a diagram of this model by identifying Stages in HRM Planning.
- (b)** “The most popular area of management research is the understanding and predicting employees’ motivation workforce. Employee motivation is often influenced by several significant workplace issues like motivating a diverse workforce, pay for performance programs and open book management.” In the light of the statement identify diverse array of rewards needed to motivate employees having diversified needs. **10**
- Q.3 (a)** “A successful manager’s prime responsibility is to focus people towards performance of work activities to achieve desired outcomes.” What is your interpretation of this statement and what are management functions? Justify your comments in detail. **10**
- (b)** “All the organizations are not exactly structured in the same way. What works for one organization may not work for the others. How top managers decide what organization design to adopt for taking decision depends upon certain contingency factors.” In the light of the statement discuss four contingency variables for designing an appropriate organizational structure. **10**

PTO

**SECTION "B" – MARKETING**

- Q.4 (a)** It is estimated that more than 90 percent of all new products fail within two years. Why do so many new products fail? Explain the phenomena with reasons. What strategy should be adopted to overcome this problem? **10**
- (b)** Explain the factors involved in the demographic and economic environment which affect marketing decisions? **10**
- Q.5 (a)** What is the importance of customer relations management (CRM) systems in the context of online marketing? **06**
- (b)** The two major issues in marketing research are intrusions on consumer privacy and misuse of research findings. Discuss them briefly. **06**
- (c)** Write short notes on the following:
- (i)** Brand strategies **02**
  - (ii)** Product positioning **02**
  - (iii)** Public policy and ethical issues in direct marketing **02**
  - (iv)** Competition-based pricing **02**

**THE END**