

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS OF PAKISTAN



Winter (November) 2011 Examinations

Wednesday, the 23rd November 2011

MANAGEMENT AND MARKETING – (S-202)

STAGE-2

Time Allowed – 2 Hours 45 Minutes

Maximum Marks – 80

Roll No.:

- (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 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.**

SECTION “A” – MANAGEMENT

MARKS

- Q.2 (a)** Differentiate between social obligation, social responsiveness, and social responsibility of an organization. **10**
- (b)** How is the e-commerce different from e-business and what are the main forms of e-commerce transaction? Why should managers be concerned about innovation and flexibility? **10**
- Q.3 (a)** The environmental forces play a major role in shaping managers’ actions. Discuss two major components of external environment that affects organization’s performance. **10**
- (b)** Define ethics. Discuss the factors that influence whether a manager/or an executive behaves ethically or unethically. **10**

SECTION “B” – MARKETING

- Q.4 (a)** There are five concepts under which organizations design and carry out their marketing strategies; the production, product, selling, marketing and societal marketing concepts. Explain each concept in detail. **10**
- (b)** Discuss the need to understand competitors as well as customers through competitor analysis. **10**

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MARKS

- Q.5 (a)** Consumer purchases are influenced strongly by cultural, social, personal, and psychological characteristics. Explain each factor in detail. **10**
- (b)** Identify and define the important external and internal factors affecting a firm's pricing decisions. **10**

THE END