

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS OF PAKISTAN



Summer (May) 2011 Examinations

Wednesday, the 25th May 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)** “The term ‘management roles’ refers to specific actions or behaviour expected from a manager”. Substantiate the statement. What types of managerial skills are needed at different management levels? **10**
- (b)** Explain the universality of management concept. **04**
- (c)** Describe the rewards earned and challenges faced by a manager. **04**
- Q.3 (a)** What is organizational culture? Identify and discuss the seven dimensions of an organizational culture. **10**
- (b)** Identify the most common organizational stakeholders. Elaborate the four steps in managing external stakeholder relationships. **06**
- (c)** Describe the structures and techniques organizations use as they move globally. **06**

SECTION “B” – MARKETING

- Q.4 (a)** Explain how do the changes in the demographic and economic environments affect marketing decisions. **10**
- (b)** Marketing intermediaries play a vital role in helping the company to promote, sell and distribute its products to final buyers. Discuss. **08**

PTO

- Q.5 (a)** The four major steps in designing a customer-driven marketing strategy are: market segmentation, market targeting, differentiation and positioning. Elaborate each. **12**
- (b)** What do you understand by the term 'product'? The benefits of a product are delivered by product attributes such as quality, features, style and design. Explain each attribute in detail. **10**

THE END