

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS OF PAKISTAN

SPRING (SUMMER) 2008 EXAMINATIONS

Monday, the 26th May, 2008

MANAGEMENT AND MARKETING – (S-202)

Stage- 2

Time Allowed – 2 Hours 45 Minutes

Maximum Marks – 80

-
- (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.
-

Section “A” - MANAGEMENT

Marks

- Q.2 (a)** According to Robert L. Katz, managers need three different skills to perform their duties and functions as a manager. What are those skills? Do you think that importance of these skills depend on the management level? Justify your choice of answer. 6
- (b)** Organizing is defined as “the process of creating an organization’s structure”. What important purpose does this process serve? 6
- (c)** What is Lewin’s three – step change model? Briefly explain. List why do people resist change? 8
- Q.3 (a)** What type of decision(s) a manager should take when he/she faces : 6
- i)** Structured problems?
 - ii)** Non structured problems?
- (Elucidate your answers with specific reasoning.)
- (b)** Define the term “group”. How would you differentiate between a formal and an informal group? Briefly explain the five stages of group development. 8

PTO

- (c) "Orientation programs are needed only if selection is defective, otherwise properly selected employees do not need orientation". Comment on the statement. 6

Section "B" - MARKETING

- Q.4 (a)** Describe the different marketing management philosophies under which a business can choose to operate. Which philosophy is more appropriate for the firms that intend to follow in modern times : 8

- i) Marketing concept ?
- ii) Societal marketing concept ?

- (b) The consumer products differ in the ways consumers buy them. Describe buying behavior the customers adopt in respect of following goods : 6

- i) Convenience goods
- ii) Shopping goods
- iii) Speciality goods
- iv) Unsought goods

- (c) 'Branding' is a time consuming and costly activity, even then, today we see around ourselves that hardly any product /service goes unbranded. Explain why do firms brand their products and services? 6

- Q.5 (a)** Explain why today's contemporary companies are adopting "integrated marketing communication" to communicate with their current and prospective customers? 8

- (b) What are the key functions that a distribution channel performs? How does it help to complete the transactions? 6

- (c) "International advertisers face many complexities not encountered by domestic advertisers." Comment on the statement. 6

The End