

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



**Spring (Summer) 2009 Examinations**

Monday, the 18th May 2009

**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.

**MARKS**

**SECTION “A” - MANAGEMENT**

- Q.2 (a)** “Management is the process of coordinating, directing, organising and controlling the work activities so that they are completed efficiently and effectively with and through other people”. Explain elements of efficiency and effectiveness in this regard. Also briefly differentiate between coordination and cooperation. **06**
- (b)** As Deming (a “quality guru”) wrote: “Inspection with the aim of finding the bad ones and throwing them out is too late, ineffective, and costly. Quality comes not from inspection but from improvement of the process.”
- Define quality control and enumerate several problems with inspection under traditional quality control. **08**
- (c)** Define stakeholders. What are four steps in managing external stakeholders relationship? **06**
- Q.3 (a)** In modern days turbulent atmosphere managers and stakeholders are passing through worst ever depression, uncertainty and stress. “Job stress is not a good sign and is often discussed in a negative context”. Comment. What are the causes and signs of job stress and what managers can do to reduce employees’ stress level? **07**

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- (b) What is social learning? Briefly explain the processes by which models influence an individual with regard to social learning. **05**
- (c) Organisation debacle and uprising is a result of good or bad decision. Therefore, human performance in decision making has been the subject of active research from several perspectives. Discuss the steps of decision making process. **08**

**SECTION "B" - MARKETING**

- Q.4 (a)** "Beyond evaluating current businesses, designing the business portfolio involves finding the business and products that companies should consider in future". In context of the statement, what are the basic strategies that can be adopted by the organisations for their growth? Explain with the help of examples. **08**
- (b) "Hybrid marketing systems promise to become the dominant design, replacing the "purebred" channel strategy in all kinds of businesses, however, they are hard to manage." Elaborate the statement with examples. **06**
- (c) What are major steps an advertiser has to take in media selection for advertising? **06**
- Q.5 (a)** "Behavioural segmentation divides buyers into groups based on their knowledge, attitudes, uses, or responses to a product. Many marketers believe that behaviour variables are the best starting point for identifying and building market segments". In the context of the statement, what are the bases of dividing market behaviourally? Explain. **08**
- (b) "Producers give some of the collaborating value chain job to middlemen". Briefly explain what are the importance of middlemen to producers? **06**
- (c) (i) Differentiate between sales promotion and advertising. What are the main ingredients of sales promotion programme? **03**
- (ii) Differentiate between push and pull strategies with examples. **03**

**THE END**