

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS OF PAKISTAN



Spring (Summer) 2010 Examinations

Tuesday, the 18th May 2010

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 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.
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MARKS

SECTION “A” – MANAGEMENT

- Q.2 (a)** Define communication. How communication process can be improved in order to achieve the desired goals / results? **10**
- (b)** What is motivation? What are the basic assumptions about motivation and motivating? **10**
- Q.3 (a)** Line authority, staff authority and functional authority differ according to the kinds of power on which they are based. Explain the three kinds of authorities. **10**
- (b)** What is “Controlling”? What are the qualities of an effective control system? List and briefly explain them. **10**

SECTION “B” – MARKETING

- Q.4 (a)** What is a target market? Briefly explain target marketing strategies. **10**
- (b)** The marketing plan is one of the most stronghold of marketing process. Explain the contents of a marketing plan. **10**
- Q.5 (a)** Services have grown dramatically in recent years. A company must consider certain special service characteristics when designing marketing programmes. Discuss these service characteristics. **10**
- (b)** There are certain stages involved in business buying decision process. Describe those stages in detail. **10**

THE END