

Sr. No. 853

Exam Code: 106005

Subject Code: 8927

**Bachelor of Design (BOD) - 5th Sem. (Fashion Design) (Old Syllabus 2017)
(2118)**

Paper: Paper-VII

Business Studies-II

Time allowed: 3 hrs.

Max. Marks: 50

Note: - Attempt any five questions. All questions carry equal marks.

1. What are the main objectives of financial management? Examine the importance of financial management in the present times.
2. What are the sources of finance for a firm? How would select an appropriate financing mix of a firm?
3. What are the different functions of personnel management? What are the qualities of an efficient personnel manager?
4. What are the major objectives of manpower planning? Examine the different steps involved in manpower planning.
5. What do you mean by planning premises? Explain the importance of planning in efficient management.
6. What are the different types of plans? Examine the essential qualities of good and realistic plans.
7. Examine the nature and scope of selling process? Explain the main steps involved in selling process.
8. What do you mean by sales force management? Explain the main steps involved in sales force management.

853(2118)100