

Exam. Code : 106005

Subject Code : 1488

Bachelor of Design(BOD) 5th Semester

(Fashion & Textile Designing)

BUSINESS STUDIES-II

Paper-VII

Time Allowed—3 Hours] [Maximum Marks—75

Note :- Attempt FIVE questions in all, selecting at least ONE question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. What do you mean by financial management ? What are its objectives ? Examine the strategic and operational functions of financial management.
2. What are the different sources of finance for a business organization ? Examine the risk return characteristics of these sources of finance.

SECTION—B

3. What do you mean by personnel management ? Examine the main functions of personnel management. What is the importance of personnel management ?
4. What are the objectives of manpower planning ? What are the steps involved in the process of manpower planning ?

SECTION—C

5. What do you mean by management planning ? What are its main functions ? What are the limitations of management planning ?
6. What are the different types of plants ? What is their significance ? What are the steps involved in the preparation of a plan ?

SECTION—D

7. What are the different concepts of sales function ? What are their salient features ? Which of these concepts do you think is most relevant in the present times ?
8. What are the objectives of sales force management ? What are the major issues in sales force management ? How would you handle these issues ?