

**Exam. Code : 106005**

**Subject Code : 1520**

**Bachelor of Design (BOD) 5<sup>th</sup> Semester (Interior Design)**

**BUSINESS STUDIES—II**

**Paper—VII**

Time Allowed—3 Hours] [Maximum Marks—75

**Note** :— Attempt any **five** questions. All questions carry equal marks.

1. What do you mean by Financial management ? Examine the functions and significance of financial management.
2. What are the long term sources of finance for a business organization ? What are the salient features of long term sources of finance ?
3. Write a note on nature and scope of personnel management. Examine the significance of personnel management.
4. What do you mean by manpower planning ? What is its process ? Can a business survive without manpower planning in the long run ?
5. What do you mean by strategic planning ? How does it differ from operational planning ? Explain the steps involved in strategic planning.

6. What are the steps involved in the planning process ?  
What are the main problems involved in the planning process ?
7. What are the objectives of sales forecasting ? Explain the different methods of sales forecasting which can be used by a business organization.
8. What are the objectives of sales force management ?  
Explain the precautions to be exercised in sales force management.