

**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 planning ? What is its significance ? Examine the process of financial planning.
2. What are the different sources of finance for a business organization ? Examine the salient features of these sources.
3. What do you mean by manpower planning ? Examine the reasons for growing importance of manpower planning.
4. What are the objectives of personnel management ? What are the operative functions of personnel management ?
5. What do you mean management planning ? What is its significance ? Are there any limitations of management planning ?

6. What do you mean by operational plans ? What are the steps involved in the preparation of operational plans ?
7. What are the salient features of modern concept of sales function ? What are its merits in relation to traditional concept of sales function ?
8. What are the objectives of sales promotion ? What are the different methods of sales promotion ? Examine the precautions to be exercised in the sales promotion.