

Exam. Code : 106005

Subject Code : 1492

Bachelor of Design (BOD) 5th Sem. (Interior Design)

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 ?