

Exam. Code : 106005

Subject Code : 1654

BOD 5th Sem. (Fashion Design)

BUSINESS STUDIES—II

Paper—VII

Time Allowed—3 Hours] [Maximum Marks—50

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

1. What do you mean by financial planning ? Examine the significance of financial planning in the present competitive world.
2. Distinguish between long term and short term sources of finance for a business organization. Examine the salient features of long term sources of finance.
3. What do you mean by personnel management ? How does personnel management help in the smooth functioning of enterprises ?
4. Explain the meaning and significance of manpower planning. Can a business survive without manpower planning in the long run ?
5. Write a note on the aims and importance of management planning function. What are the limitations of management planning ?

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6. What are the characteristics of a good plan ? What are the steps involved in the planning process ?
7. What do you mean by sales forecasting ? Explain the different methods of sales forecasting available to a business organization.
8. What are the objectives of sales promotion ? Explain the different methods of sales promotion which can be adopted by a business organization.

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