

BOD (Fashion Design) 5th Semester

Paper-VII : BUSINESS STUDIES-II

Time Allowed—3 Hours]

[Maximum Marks—50

Note : Attempt any **FIVE** questions. All questions carry **10** marks each.

1. What are the objectives of financial management ? Do you think that these objectives have changed in the recent years ?
2. What do you mean by financial planning ? Explain the steps involved in financial planning. What are the limitations of financial planning ?
3. What are the objectives of manpower planning ? How does manpower planning help in efficient management ?
4. Write a note on nature and scope of personnel management. Examine the significance of personnel management.
5. Explain the importance of preparing plans in an organization. How would you prepare a good plan ?
6. What do you mean by planning premises ? Explain the significance of planning premises in the planning process.
7. What are the traditional and modern concepts of sales management ? Which of the two concepts is better ?
8. What do you mean by sales force management ? What are the main issues in sales force management ?