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**M.Sc. VISUAL MERCHANDIZING AND
COMMUNICATION DESIGN (MSCVMCD)**

Term-End Examination

December, 2012

MFW-076 : BUSINESS STUDIES - II

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions. All questions carry equal marks.

1. What is meant by 'Leadership' ? Describe the features of leadership. 10
2. What is 'Controlling' ? Describe the various steps in the process of control. 10
3. What do you understand by a stock exchange ? Describe its various functions in detail. 10
4. What do you understand by the term 'Management' ? Explain the importance and characteristics of it. 10

5. Discuss in detail Fayol's principles of management. 10
6. Define 'planning'. Discuss the steps involved in the process of planning. 10
7. What do you understand by 'Delegation of Authority' ? Discuss the advantages and disadvantages of it. 10
8. Define staffing. Explain the steps in staffing process. 10
9. What do you understand by 'Motivation' ? Discuss Maslow's theory of motivation. 10
10. Define 'selection'. What are the steps involved in the selection of employees ? 10
