

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

Term-End Examination

December, 2014

00095

MFW-076 : BUSINESS STUDIES - II

Time : 3 hours

Maximum Marks : 70

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

1. What do you understand by production planning and control ? Discuss its main elements or functions. 10
2. Discuss the contribution of Taylor and examine its relevance in the present day business. 10
3. Explain the different functions of management. 10
4. Define Organisation. How is organisation chart useful in management ? 10
5. Define Staffing. Explain the steps involved in the Staffing process. 10
6. What do you understand by "Motivation" ? Explain Abraham Maslow's hierarchy of needs and its role in the motivation process. 10

7. "Management principles are universal in nature." – Explain with suitable examples. 10
 8. What is meant by "Leadership" ? Describe the features of leadership. 10
 9. What do you understand by business environment ? Describe its features in detail. 10
 10. What do you understand by marketing management ? Describe its important objectives. 10
-