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

Term-End Examination

June, 2012

MFW-076 : BUSINESS STUDIES - II

Time : 3 hours

Maximum Marks : 70

Note : All questions carry equal marks.

Answer any seven questions.

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1. Define 'Management'. Explain the various functions of management with suitable examples. 10
 2. Explain in brief Henry Fayol's principles of management with suitable example/s. 10
 3. What do you understand by business environment ? Describe its features in detail. 10
 4. What is planning ? Discuss the features of planning and its importance too. 10
 5. Define organisation structure. Explain the main factors. Influencing the organisational structure of a business. Support your answer with suitable examples. 10

6. Define staffing. How will you estimate the man power requirements of an organisation ? 10
 7. What do you understand by the process of " Motivation" ? Explain the process of motivation with the help of a suitable examples. 10
 8. What is controlling ? Describe the various steps in the process of controlling. 10
 9. Explain the objectives and functions of SEBI. 10
 10. What do you understand by marketing management ? Describe its important objectives. 10
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