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

Term-End Examination

December, 2011

MFW-076 : BUSINESS STUDIES - II

Time : 3 hours

Maximum Marks : 70

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

1. Define Staffing. Explain the steps involved in this process. 10
2. Define selection. What are the steps involved in the selection of employees of an organisation ? 10
3. What do you understand by "motivation" ? Explain Abraham Maslow's hierarchy of needs and its role in the motivation process. 10
4. Define 'controlling'. Discuss its features and importance in an organisation. 10
5. Define Management. Explain the objectives and importance of management. 10

6. "Management principles are universal in nature." 10
Explain with suitable examples.
 7. "Sound understanding of business environment provides a competitive edge." Explain, giving reasons and suitable examples. 10
 8. Discuss the steps involved in the process of planning. Also explain the limitations of planning process. 10
 9. What do you understand by "functional structure." Discuss its merits and demerits. 10
 10. What do you understand by a stock exchange ? 10
Describe its important functions with suitable examples.
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