

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

**Term-End Examination**

**June, 2013**

**MFW-076 : BUSINESS STUDIES - II**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. "Management is both a science and an art". In the light of this statement, explain the nature of management with the help of suitable example. 10
2. What do you understand by the term 'Management' ? Explain the various functions of management in detail. 10
3. Explain in brief Henry Foyal's principles of management. 10
4. What do you understand by business environment ? Describe its features. 10

5. What is planning ? Discuss the features of planning. 10
  6. Define 'Organisation'. Discuss various steps in the process of organising. 10
  7. Define 'Authority' and 'Responsibility'. Bring out the major differences between authority and responsibility with the help of suitable example. 10
  8. What is staffing ? Describe its nature and characteristics. 10
  9. Compare the merits and demerits of internal and external sources of recruitment. 10
  10. Explain Maslow's hierarchy of needs and its role in the motivational process. 10
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