

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

**Term-End Examination**

**June, 2015**

00176

**MFW-076 : BUSINESS STUDIES – II**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. You own a factory and make steel furniture as and when orders are received from customers. Describe the procedure you would follow for planning and control of production in your factory. 10
2. Discuss Henri Fayol's principles of management. 10
3. What do you understand by business environment ? Describe its features in detail. 10
4. Differentiate between authority and responsibility. How are they related to each other ? 10

5. Define selection. What are the steps involved in the selection of employees of an organisation ? 10
  6. Define "Controlling". Discuss its features and importance in an organisation. 10
  7. "Sound understanding of business environment provides a competitive edge." Explain, giving reasons and suitable examples. 10
  8. What do you understand by a 'stock exchange' ? Describe its important functions with suitable examples. 10
  9. Explain the objectives and functions of SEBI. 10
  10. Compare the merits and demerits of internal and external sources of recruitment. 10
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