

Ph. D Course Work, 2018 A
Second Sessional Examination
Paper – III
Recent Development in Business Administration

Full Marks: 30

Time: 1 hour

Answer any three from the following questions:

1. You have been assigned to raise finance for a company. As a finance manager, what are the sources that you will opt for? Discuss the pros and cons of each source. (10)
2. Distinguish between debenture and share. (10)
3. “Planning is looking ahead and controlling is looking back” – Comment. (10)
4. What major psychological processes influence consumer responses to the marketing program? (10)
5. How do consumers make purchasing decisions? Explain each stage. (10)
