



## Business Management (Short Course)

### ASSESSMENT

**Total Marks: 20**

Answer the following questions:

1. Define business environment. What are the two aspects of business environment? 5
2. What is human resource management? Explain the key functions of HR management. 5
3. What are the benefits of performance management? and how it is helpful to achieve objectives in an organization? 5
4. What is a marketing plan? Discuss 6Ps of an effective marketing plan. 5