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B. Com Sem IV

* Importance of Business Finance :-

Business finance is critical for a company's success, growth and survival. It helps businesses make smart decisions, manage risk and locate resources efficiently.

- ① Strategic decision-making - It helps businesses make informed decisions about how to allocate resources, invest in new opportunities and manage risk.
- ② Resource allocation - It helps businesses determine how much capital is needed for different activities, such as hiring, acquiring assets and funding operations.
- ③ Risk management - It helps businesses identify and manage financial risks, such as market volatility, interest rate fluctuations and credit risks.
- ④ Cash flow management
- ⑤ Profitability
- ⑥ Competitive advantage