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B. Com Sem IV

* Nature or characteristics of financial Management :-

- ① Goal oriented - It is focused on achieving specific financial objectives, such as maximizing shareholder value or minimizing costs.
- ② Forward looking - It involves planning and forecasting future financial outcomes.
- ③ Decision-making - It involves making decisions about investments, financing and dividend payments.
- ④ Risk management - It involves identifying and managing financial risks, such as market risk, credit risk and liquidity risk.
- ⑤ Optimization - It involves optimizing financial resources to achieve organizational objectives.
- ⑥ Dynamic - It involves responding to changing market conditions, regulatory requirements and organizational needs.
- ⑦ Analytical - It involves analyzing financial data to identify trends, opportunities and challenges.