

Chapter - 1**Financial Management**

Financial Management: - Financial Management से आशय है वित्त का प्रबंध करना। Financial Management 2 words से मिलकर बना है वित्तीय और प्रबंध।

वित्तीय से आशय है व्यवसाय में वित्त की आवश्यकता का अनुमान लगाना, वित्त के स्रोत की तलाश करना, वित्त की प्राप्ति करना तथा इसका प्रभावी रूप से विनियोजन करना।

प्रबंध से आशय है व्यक्तियों तथा वित्त के स्रोत का आपस में समन्वय स्थापित कर व्यापार के उद्देश्यों की पूर्ति करना।

Theoretical Point: -

- **Profit Maximization v/s wealth Maximization:** -

1) Profit Maximization: -**A) Arguments of favour of Profit Maximization:** - (प्रति में)

- व्यवसाय का मुख्य उद्देश्य लाभ अधिकतम करना माना जाता है। अतः वित्तीय प्रबंध का मुख्य उद्देश्य भी लाभों को अधिकतम करना माना जाना चाहिए।
- किसी व्यवसाय की वृद्धि लाभों की मात्रा पर निर्भर करती है। अतः व्यवसाय की वृद्धि के लिए वित्तीय प्रबंध इस प्रयत्न किया जाना चाहिए कि लाभ अधिकतम हो।
- जो कंपनी लाभ अधिक अधिकतम करती है वह अपने सामाजिक उत्तरदायित्वों का निर्वाह आसानी से कर सकती है।

B) Arguments in against of Profit Maximization: -

- किसी व्यवसाय में कई प्रकार के लाभ प्राप्त होते हैं। Gross Profit, Operating Profit, Net Profit आदि। इनमें से किस लाभ को बढ़ाना है। यह निश्चित नहीं है।
- लाभ की दर को बढ़ाना है अथवा लाभ की मात्रा को यह निश्चित नहीं है।
- किसी व्यवसाय में जितनी अधिक जोखिम होती है लाभ की संभावना भी उतनी ही अधिक होती है। किन्तु लाभों को अधिकतम करने के लिए अत्यधिक जोखिम नहीं ले जा सकती है।
- घटिया उत्पाद को निर्माण कर तथा श्रमिकों का शोषण कर लाभों को बढ़ाया जा सकता है जो कि सही नहीं है।

- 2) Wealth Maximization:** - Share Holders की Wealth, Share के बाजार मूल्य पर निर्भर करती है तथा Share का बाजार मूल्य निम्न प्रकार से प्राप्त किया जाता है -

$$\text{Value/Share} = \frac{\text{Earning Per Share}}{\text{P.E.R.}}$$

OR

$$= \frac{\text{Net Assets (Include Goodwill)}}{\text{No. of Shares}}$$

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