

**M.Sc. VISUAL MERCHANDIZING AND  
COMMUNICATION DESIGN**

**Term-End Examination  
December, 2012**

**MFW-071 : BUSINESS STUDIES - 1**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** *Attempt any seven questions. All questions carry equal marks.*

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1. What do you understand by the term 'Business' ? 10  
Discuss its major characteristics with suitable examples.
2. Define business risk. Discuss the causes and types 10  
of business risks.
3. "One-man control is the best in the world if that 10  
man is big enough to manage everything."  
Discuss with suitable example/s.
4. What do you understand by Joint Stock 10  
Company ? What are the important features of a  
Joint Stock Company ?

5. Define 'Partnership' form of business. What are the pros and cons of this form of business ? 10
  6. Explain the changing role of public sector in India. 10
  7. Define the term 'Warehouse'. Explain the functions of warehouses. 10
  8. What is E-Business ? Explain its nature and types with suitable examples. 10
  9. State and explain the social responsibility of business towards different interest groups of a business enterprise. Give suitable examples to support your answer. 10
  10. Describe the various types of business finance and their uses. 10
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