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MFW-071

**M.Sc. VISUAL MERCHANDISING AND
COMMUNICATION DESIGN (MSCVMCD)**

Term-End Examination

December, 2015

MFW-071 : BUSINESS STUDIES – I

Time : 3 hours

Maximum Marks : 70

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

1. What is meant by business risk ? Discuss the various causes of business risks. 10
2. What is a Joint Stock Company ? Discuss its main features in detail. 10
3. State and explain the social responsibility of business towards different interest groups. 10
4. Explain the nature and importance of export processing zones in detail. 10
5. What is a 'Bank' ? Explain the functions of a commercial bank. 10

6. What do you understand by the terms industry, trade and commerce ? How are they interrelated to each other ? Give suitable examples to support your answer. 10
7. "One-man control is the best in the world, if that man is big enough to manage everything." Elaborate. 10
8. Write short notes on any *two* of the following : $2 \times 5 = 10$
- (a) Multinational Company
 - (b) Partnership form of Business
 - (c) Ethics in Business
 - (d) Advantages of Borrowed Finance
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