

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

Term-End Examination

December, 2015

MFW-076 : BUSINESS STUDIES – II

Time : 3 hours

Maximum Marks : 70

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

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1. What are the functional challenges that are generally faced by the entrepreneurs in managing their enterprises ? 10
2. Discuss the various conventional methods of valuation of venture capital in India. 10
3. What is Project Appraisal ? What are the elements of a Project Appraisal ? 10
4. What is EDP ? What are the limitations of EDP in India ? Suggest how to effectively conduct EDP in India. 10

5. What is entrepreneurship ? How does it differ from intrapreneurship ? Explain the importance of entrepreneurship in the society.
 6. What are the problems encountered by the entrepreneurs while dealing with the Government ? Explain in brief with suitable examples.
 7. What is a project report ? What are the important elements of a project report ? Explain.
 8. "Management is both a science and an art." In the light of this statement, explain the nature of management with the help of suitable examples.
 9. Explain in brief Henry Fayol's principles of management.
 10. What is staffing ? Describe its nature and characteristics.
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