

00355

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

Term-End Examination

June, 2012

MFW-071 : BUSINESS STUDIES - 1

Time : 3 hours

Maximum Marks : 70

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

1. Define the term 'Profit' in Business. Explain the role of profit in business with suitable example/s. **10**
2. What is Business Risk ? Explain the nature of business risks with the help of suitable examples. **10**
3. What do you understand by 'Partnership' ? Explain the merits and demerits of sole proprietorship form of business. **10**
4. Define company form of business. What are the pros and cons of a company form of business ? **10**

5. What do you understand by the term 'E-business'? 10
Explain the benefits desired from this new concept of business.
 6. Define warehousing. What are the needs for this 10
process of business ?
 7. What do you understand by the term 'Business 10
Finance'. Explain the nature and significance of
business finance.
 8. Define the term 'Social Responsibility' of a 10
business. Explain the case for social responsibility.
Give suitable examples to support your answer.
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