

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

Term-End Examination

00004

June, 2014

MFW-071 : BUSINESS STUDIES – I

Time : 3 hours

Maximum Marks : 70

Note : Attempt all questions. All questions carry equal marks.

1. Explain the term Corporate Social Responsibility. Describe the Corporate Social Responsibility towards the shareholders, employees, management and government. 10

2. What are the various sources of finance of any company ? Explain any two long term and short term sources of finance. 10

3. Explain the term Franchisee. What are the features of franchisee ? Explain. 10

4. What is Sole Proprietorship business ? Explain the merits and demerits of Sole Proprietorship business. 10

5. Explain the term 'Inflation' in an economy. What are the methods to control the inflation in an economy? 10
6. What is a Joint-stock company? What is the procedure to set up a Joint-stock company? 10
7. Write short notes on the following : 5+5
- (a) MRTP Act
 - (b) Subsidies
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