

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

Term-End Examination

00420

June, 2017

MFW-071 : BUSINESS STUDIES – I

Time : 3 hours

Maximum Marks : 70

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

1. Discuss the role of profit in a business with examples. 10
2. Write short notes on the following : 5+5
 - (a) Social Responsibility
 - (b) Business Ethics
3. Differentiate between Partnership and Sole Proprietorship. 10
4. List down the various business risks and their causes. 10

5. Define Electronic Business. How is it different from traditional business ? 10
 6. Explain the various functions, advantages and disadvantages of warehousing. 10
 7. Explain the nature and importance of business finance. 10
 8. Discuss the features of private and public sector enterprises. 10
 9. What is the difference between business, profession and trade ? Explain. 10
 10. Write short notes on the following : 5+5
 - (a) Functions of Commercial Banks
 - (b) Indian Economy
-