

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

Term-End Examination

June, 2017

00270

MFW-076 : BUSINESS STUDIES – II

Time : 3 hours

Maximum Marks : 70

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

1. What are the functional challenges that are generally faced by the entrepreneurs in managing their enterprises ? 10
2. What are the social and ethical responsibilities of an entrepreneur ? Explain them in brief. 10
3. Explain in brief, Henry Fayol's principles of management. 10
4. What is a project report ? What are the important elements of a project report ? Explain. 10

5. What is Educational Development Programme (EDP) ? What are the limitations of EDP in India ? Suggest how to effectively conduct EDPs in India. 10

 6. What is entrepreneurial development ? What economic and non-economic factors influence the growth and development of entrepreneurship in India ? 10

 7. Define “Controlling”. Discuss its features and importance in an organisation. 10

 8. Discuss the role of financial institutions in the promotion of small-scale enterprises in India. 10

 9. Discuss the objectives and functions of SEBI. 10

 10. What do you understand by production planning and control ? Discuss its applications. 10
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