

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

**Term-End Examination**

00125

**December, 2014**

**MFW-071 : BUSINESS STUDIES – I**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. What do you mean by deflation in an economy ?  
What are the methods to control the deflation in an economy ? 10
  
2. What are the features of Joint-Hindu family business ? State the differences between Joint-Hindu family business and Partnership firm. 10
  
3. Write short notes on the following : 5+5
  - (a) Joint Stock Company
  - (b) Consumer Protection Act
  
4. What are the different types of sources of finance in any business ? Describe any two sources of finance with their merits and demerits. 10

5. How does the economic and cultural environment influence the business systems ? Explain with suitable example. 10
  6. What is franchising ? Describe the various types of franchising with their merits and demerits. 10
  7. What is a Public Company ? How is it different from a Private Company ? 10
  8. Describe the term Social Responsibility. How far is it important ? Justify. 10
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