

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

**Term-End Examination**

00225

**December, 2016**

**MFW-071 : BUSINESS STUDIES - I**

*Time : 3 hours*

*Maximum Marks : 70*

---

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

---

1. Explain the various types of risks encountered in a business with suitable examples. 10
2. Write the advantages and disadvantages of "E-business" format. 10
3. Define the following terms : Business, Industry, Bank and Outsourcing. 10
4. Differentiate between public sector undertaking and private sector undertaking. 10
5. Discuss the various types of business models with the help of suitable examples. 10
6. Explain the various functions of a commercial bank. 10

7. Explain the concept of social responsibility with the help of suitable examples. 10
  8. Define warehousing. How is it beneficial to a business ? 10
  9. Explain a few features of a business environment. 10
  10. Describe in detail the work ethics in business. 10
-