

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

Term-End Examination

December, 2016

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 social and ethical responsibilities of an entrepreneur ? Explain them in brief. 10
2. Discuss the role of SIDBI in promoting the Small Scale Industries in India. 10
3. What is entrepreneurial development ? What economic and non-economic factors influence the growth and development of entrepreneurship in the society ? 10
4. What are the main functions of SISIs ? Discuss them in brief. 10
5. Discuss the different types of risks. Explain how an entrepreneur can benefit by seeking the help of an expert in designing the risk management programme. 10

6. What is venture capital ? Discuss the importance of venture capital in India. 10
 7. What is achievement motivation ? How can one develop motivation amongst prospective entrepreneurs ? 10
 8. What do you understand by the term "Management" ? Explain the various functions of management in detail. 10
 9. What do you understand by business environment ? Describe its features. 10
 10. Define "Authority" and "Responsibility". Bring out the major differences between authority and responsibility with the help of suitable examples. 10
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