

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

Term-End Examination

00460

December, 2017

MFW-076 : BUSINESS STUDIES – II

Time : 3 hours

Maximum Marks : 70

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

1. Distinguish between and explain Entrepreneurship vs Intrapreneurship. 10
2. Discuss the various conventional methods of valuation of venture capital in India. 10
3. What is Project Appraisal ? Discuss the elements of a project appraisal. 10
4. Define Organization. Discuss the relevance of an organization chart in an enterprise. 10

5. What do you understand by business environment ? Discuss. 10
 6. What is a Stock Exchange ? Explain its importance in financial markets. 10
 7. What is Staffing ? Describe its nature and characteristics. 10
 8. What is Leadership ? Discuss its role in an enterprise. 10
 9. What is Marketing Management ? Discuss its role in the exchange process. 10
 10. Discuss the role of SIDBI in promoting small-scale industries in India. 10
-