

**M.Sc. VISUAL MERCHANDIZING AND
COMMUNICATION DESIGN**

Term-End Examination

June, 2013

MFW-071 : BUSINESS STUDIES - 1

Time : 3 hours

Maximum Marks : 70

Note : All question carry equal marks. Answer any seven.

1. Define 'business' and discuss its various characteristics. Give suitable examples to support your answer. **10**
2. What is business risk ? Discuss the various causes of business risks. **10**
3. What do you understand by business enterprise ? Discuss the factors which influence the choice of form of business. **10**
4. What is a Joint Stock Company ? Discuss its main features in detail. **10**

5. Define 'outsourcing'. Discuss the pros and cons of outsourcing from Indian perspective. 10
 6. State and explain the social responsibility of business towards different interest groups. 10
 7. Describe the various types of business finance and their uses in detail. 10
 8. Explain the nature and importance of export processing zones in detail. 10
 9. What is partnership ? Discuss its distinctive features in detail. 10
 10. What is a 'Bank' ? Explain the function of a Commercial Bank. 10
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