

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

Term-End Examination

00246

June, 2015

MFW-071 : BUSINESS STUDIES - I

Time : 3 hours

Maximum Marks : 70

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

1. Define "business" and discuss its various characteristics. Give suitable examples to support your answer. 10
2. What do you understand by business enterprise ? Discuss the factors which influence the choice of form of business. 10
3. Define "outsourcing". Discuss the pros and cons of outsourcing from the Indian perspective. 10
4. Describe the various types of business finance and their uses in detail. 10
5. What is Partnership ? Discuss its distinctive features in detail. 10

6. Explain the changing role of public sector in India. Give suitable examples to support your answer. 10
 7. Define the term "Warehouse". Explain the functions of warehouse. 10
 8. What is E-Business ? Explain its nature and types, with suitable examples. 10
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