

00489

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

**Term-End Examination**

**June, 2011**

**MFW-071 : BUSINESS STUDIES - 1**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : Attempt any seven questions.*

*All questions carry equal marks.*

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1. What do you understand by "Economic Activities" ? Differentiate between economic and non-economic activities with suitable examples. 10
2. Define business and discuss its characteristics in detail. 10
3. What is business risk ? Explain the nature of business risks. Give suitable examples too. 10
4. Write short notes on *any two* : 10
  - (a) Private sector undertakings
  - (b) Public sector undertakings
  - (c) Role of profit in business
  - (d) Sole Proprietorship business

5. Explain the meaning and features of public sector enterprises with suitable examples. 10
  6. Define the term 'warehouse'. Explain the functions of warehouses. 10
  7. Define the term 'E-Business'. What are the major differences between traditional and e-business ? 10
  8. What do you understand by the term "CSR" ? Do you feel CSR is needed for business enterprises in today's world ? Give reasons to support your answer. 10
  9. Explain the nature and significance of business finance. 10
  10. Why Indian Economy is called 'Mixed Economy' ? Give reasons to support your answer. 10
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