

Exam. Code : 106004
Subject Code : 1633

**BOD (Fashion Design) 4th Semester
BUSINESS STUDY—I
Paper—VII**

Time Allowed—3 Hours] [Maximum Marks—50

Note :— Attempt any **FIVE** questions. All questions carry **10** marks each.

1. What are the main objectives of business ? Can you think of orderly life in the absence of business ?
2. What do you mean by social responsibility of a business ? How would you organize your business to discharge social responsibility ?
3. What are the special features of a sole proprietorship ? Explain the merits and limitations of a sole proprietorship.
4. What are the different forms of business organization ? Examine their relative merits and limitations.
5. Explain the importance of producing good which satisfy customers. How would you organize yourself to produce quality products ?
6. What do you mean by production planning and control ? Explain the significance of production planning and control.

7. What are the main functions of marketing ? Explain the significance of marketing in the present competitive world.
8. What do you mean by promotion mix ? What are the factors affecting the choice of promotion mix ?
9. What are different channels of distribution ? Examine the factors affecting the choice of channels of distribution.