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Bachelor of Design 4th Semester (Interior Design) BUSINESS STUDY–I

Paper-VII

Time Allowed—3 Hours] [Maximum Marks—50 Note :- Attempt any 5 questions. All questions carry 10 marks each.

- 1. What are the salient features of business ? Explain the different types of activities covered under business.
- What do you mean by social responsibilities of business ? Explain the significance of social responsibilities of business in the present times.
- 3. Explain the different forms of business organization. What are the different factors which are considered in the selection of a form of business organization ?
- What are the different types of business combinations ? Examine the salient features of any one of the business combinations.
- 5. What are the different functions covered under production management ? What are the qualities of a good product ?

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- 6. What do you mean by production planning ? Explain the characteristics of a good production plan.
- 7. What are the steps involved in promotion planning ? Explain the main issues in promotion planning.
- 8. What do you mean by channels of distribution ? Explain the factors affecting the choice of channels of distribution.

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