

Exam Code  
Subject Code

106004  
1484

**Bachelor of Design 4th Semester (INTERIOR DESIGN)**  
**Business Studies-I**  
**Paper-VII**

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Time Allowed—2 Hours]

[Maximum Marks—75

**Note** :— There are **Eight** questions of equal marks. Candidates are required to attempt any **Four** questions.

1. Define Business. What is nature & objectives of business ?
2. Write a note on how business is socially responsible.
3. What are the factors which influence choice of suitable form of organisation ?
4. Which is the best form of organisation & why ?
5. Explain basics principles of Production Management.
6. Define Production Planning and Control. Explain its elements & objectives.
7. List the major functions of Marketing.
8. Explain various techniques of Marketing Research.