

Exam. Code : 106004

Subject Code : 1505

**Bachelor of Design 4th Semester (Batch 2020-24)
(Interior Design)**

BUSINESS STUDIES-I

Paper—VII

Time Allowed—3 Hours] [Maximum Marks—75

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. What are the distinguishing characteristics of business ? What are the different types of businesses ? Explain the significance of business for different segments of the society.
2. What do you mean by business system ? What is the relationship between business system and its environment ?

SECTION—B

3. What do you mean by partnership ? Explain its salient features. What are the merits and demerits of partnership ?

4. What are the different forms of business organisations ?
What are the factors affecting the choice of a form of business organization ?

SECTION—C

5. What are the functions of production management ?
What are the special considerations in the process of production management ?
6. What do you mean by production planning and control ?
What are the steps involved in production planning and control ?

SECTION—D

7. Write a note on nature and functions of marketing.
Examine the importance of marketing in the present competitive environment.
8. What do you mean by marketing research ? What are its objectives ?
What are the steps involved in marketing research ?