

Exam. Code : 106004

Subject Code : 1630

Bachelor of Design Semester—IV

BUSINESS STUDY-I

Paper-VII

Time Allowed—3 Hours]

[Maximum Marks—50

Note :- Attempt any **five** questions. Each question carries **10** marks.

1. Write a note on the distinguishing features of business. How does a business help the society ?
2. What do you mean by a business system ? Examine the environment in which a business system works.
3. What are the special features of a partnership ? Explain the merits and limitations of a partnership.
4. What are the main factors which affect the choice of a form of business organization ? Are these factors uniform for all types of businesses ?
5. What do you mean by production management ? What are the main functions performed by production managers ?
6. What are the objectives of production planning and control ? Explain the main steps in production planning and control.

7. Write a note on the nature and functions of marketing ?
Do you think that marketing is the most important managerial function ?
8. What do you mean by product life cycle ? How does product life cycle analysis help in designing an appropriate marketing strategy ?
9. What do you mean by new product development ? Examine the steps involved in new product development.