

Exam. Code : 106004

Subject Code : 1661

Bachelor of Design 4th Semester (Fashion & Textile 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.
2. 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 ?
4. 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 ?

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.