

Bachelor of Design - 4th Sem. (Old Syll.2017)
(2518)

Paper: Textile Design (Business Study-I)

Time allowed: 3 hrs.

Max. Marks: 50

Note- Attempt any 5 questions. All questions carry 10 marks each.

1. What are the objectives of a business organization? Do you think that these objectives have changed in the recent years?
2. What do you mean by business system? Explain the environment in which a business system has to operate.
3. What are the different forms of business ownership? How would you select an appropriate form of business ownership?
4. Write a note on nature different business combinations? Examine the significance of business combinations.
5. Explain the importance preparing production plans in an organization. How would you prepare a good production plan?
6. What do you mean by production management? Explain the significance of production management in the present times.
7. What are the traditional and modern concepts of marketing management? Which of the two concepts is better?
8. What do you mean by product mix decision? What are the main issues in product mix decision?

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