

Exam. Code : 106004

Subject Code : 1484

Bachelor of Design 4th Semester (Fashion & Textile Design)
BUSINESS STUDIES—I

Paper—VII

Time Allowed—3 Hours] [Maximum Marks—75

Note :— Attempt any *five* questions. All questions carry
10 marks each.

1. What do you mean by business ? Explain the objectives and scope of business in the present competitive environment.
2. What are the reasons for growing importance of social responsibility of business ? What are the consequences if a business does not discharge its social responsibility ?
3. What do you mean by a partnership firm ? What are the merits and limitations of a partnership firm ?
4. What do you mean by business combinations ? What are the advantages and limitations of business combinations ?
5. What are the operative functions of production management ? Explain the role of a production manager.
6. What do you mean by production planning and control ? Explain the significance of production planning and control.
7. What are the objectives of marketing research ? Explain the main problems in marketing research.
8. What do you mean by channels of distribution ? Explain their role and significance in marketing of products.