

Sr. No. 3442**Exam.Code: 106004****Subject Code : 7261****BOD 4th Semester (Textile Design) (Old Syllabus 2016)****(2519)****Paper: Business Studies-I****Time allowed: 3 hrs.****Max. Marks:50****Note:** Attempt five questions in all, selecting at least one question from each unit.**Unit-I**

1. Define business. What are nature and scope of business enterprise? Discuss with illustrations. (10)
2. "Social responsibility is now a key part of any successful business enterprise". Explain this statement. (10)

Unit-II

3. What are the different factors to be considered before selecting a form of business organisation? Discuss. (10)
4. Explain the various kinds of business combination with suitable illustrations. (10)

Unit-III

5. "The production function is purely a technical relation which connects factor inputs and output". Comment. (10)
6. What are the major techniques used for production planning and control in an organisation? Discuss. (10)

Unit-IV

7. Explain the various steps involved in the process of development of a new product. (10)
8. What is the importance of intermediaries in distribution channel? Discuss. (10)

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