

**Exam. Code : 106004**  
**Subject Code: 1480**

**Bachelor of Design 4<sup>th</sup> Semester**  
**(Fashion & Textile Designing)**  
**BUSINESS STUDIES-I**

**Paper - VII**

Time Allowed—2 Hours] [Maximum Marks—75

**Note** :— There are **Eight** questions of equal marks. Candidates are required to attempt any **Four** questions.

1. Define Business. What is nature & objectives of business ?
2. Write a note on how business is socially responsible.
3. What are the factors which influence choice of suitable form of organisation ?
4. Which is the best form of organisation & why ?
5. Explain basics principles of Production Management.
6. Define Production Planning and Control. Explain its elements & objectives.
7. List the major functions of Marketing.
8. Explain various techniques of Marketing Research.

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