

**Exam. Code : 106004**

**Subject Code : 1501**

**Bachelor of Design 4<sup>th</sup> Semester (Batch 2020-24)  
(Fashion & Textile Designing)**

**BUSINESS STUDIES-I**

**Paper—VII**

**Time Allowed—3 Hours] [Maximum Marks—75**

**Note :— Attempt FIVE questions in all, selecting at least ONE question from each section. The fifth question may be attempted from any section. All questions carry equal marks.**

**SECTION—A**

1. What are the distinguishing characteristics of business ? What are the different types of businesses ? Explain the significance of business for different segments of the society.
2. What do you mean by business system ? What is the relationship between business system and its environment ?

**SECTION—B**

3. What do you mean by partnership ? Explain its salient features. What are the merits and demerits of partnership ?

4. What are the different forms of business organisations ?  
What are the factors affecting the choice of a form of business organization ?

#### SECTION—C

5. What are the functions of production management ?  
What are the special considerations in the process of production management ?
6. What do you mean by production planning and control ?  
What are the steps involved in production planning and control ?

#### SECTION—D

7. Write a note on nature and functions of marketing.  
Examine the importance of marketing in the present competitive environment.
8. What do you mean by marketing research ? What are its objectives ? What are the steps involved in marketing research ?