

**Exam. Code : 106004**

**Subject Code : 1630**

**Bachelor of Design (Interior Design) Semester—IV**

**BUSINESS STUDY—I**

**Paper—VII**

Time Allowed—3 Hours]

[Maximum Marks—50

**Note :—** Attempt any **five** questions. Each question carries **10** marks.

1. Write a note on the distinguishing features of business. How does a business help the society ?
2. What do you mean by a business system ? Examine the environment in which a business system works.
3. What are the special features of a partnership ? Explain the merits and limitations of a partnership.
4. What are the main factors which affect the choice of a form of business organization ? Are these factors uniform for all types of businesses ?
5. What do you mean by production management ? What are the main functions performed by production managers ?
6. What are the objectives of production planning and control ? Explain the main steps in production planning and control.

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7. Write a note on the nature and functions of marketing ? Do you think that marketing is the most important managerial function ?
8. What do you mean by product life cycle ? How does product life cycle analysis help in designing an appropriate marketing strategy ?
9. What do you mean by new product development ? Examine the steps involved in new product development.

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