

Class – B.D IV Sem

Subject – Business Studies

Time Allowed : 3 Hours

Maximum Marks : 50

Note : Attempt any 5 questions. All questions carry equal marks.

1. What are the objectives of production planning and control? Examine the steps involved in production planning and control. 10 marks
2. Examine the nature and scope of marketing research. 10 marks
3. What are the objectives of promotion planning? Explain the main steps involved in promotion planning. 10 marks
4. What do you mean by a business system? Write note on business system and its environment. 10 marks
5. What do you mean by promotion mix and its components? 10 marks
6. Explain concept of Business. 10 marks
7. What are the functions of marketing Research? 10 marks

8. Explain Product life cycle and their marketing strategies. 10 marks

10 × 5 = 50
