

MindSpark

Business Studies Notes

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Chapter 1: Introduction

Business = activity of producing and selling goods/services for profit.

Chapter 2: Forms of Ownership

Sole proprietorship, partnership, company.

Chapter 3: Business Environment

Internal and external factors affecting business.

Chapter 4: Marketing

Market research, 4Ps (Product, Price, Place, Promotion).

Chapter 5: Business Finance

Sources: loans, equity, retained earnings.

Key Points: Success depends on planning, organization, and innovation.