



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program : First Semester – 2020

Roll No. in Fig.

Roll No. in Words.

Paper: Introduction to Business

Course Code: BBA-101

Part-I (Compulsory)

Time: 15Min. Marks: 10

Attempt this Paper on this Question Sheet only.

Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

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Signature of Supdt.:

Q.1. Encircle the right answer cutting and overwriting is not allowed. (10x1=10)

1. Which of the following business type has to pay double taxes?
 - a) Sole proprietorship
 - b) Partnership
 - c) joint stock company
 - d) cooperative society
2. To call the extraordinary meeting, how many days' notice is required?
 - a) 21 days
 - b) 15 days
 - c) 07 days
 - d) 30 days
3. _____ including the rules and regulations necessary to manage the internal affairs of the company.
 - a) Memorandum of association
 - b) Articles of association
 - c) Prospectus
 - d) All of Above
4. A set of marketing tools-product, price place and promotion is known as
 - a) Marketing Mix
 - b) Market segmentation
 - c) both A&B
 - d) None of above
5. Physical distribution is a channel to make delivery of _____ from producers to consumers:
 - a) Finished goods
 - b) Work in progress
 - c) raw materials
 - d) None of Above

6. Portion of the undistributed profit transferred to which of the following?
- a) General reserves (c) appropriation account
 - b) Retained earnings (d) all of above
7. Dividing a market into distinct group of buyers having distinct needs and characteristics is known as:
- a) Market segmentation (c) marketing mix
 - b) Market penetration (d) market cycle
8. A certificate of ownership of a business is a;
- a) Bond (c) contract
 - b) Mutual fund (d) share
9. Products purchased by companies to produce other products;
- a) Consumer goods (c) service
 - b) Industrial goods (d) inventory
10. Which of the following is a disadvantage of partnership?
- a) Distribution of work (c) profit sharing
 - b) Sufficient capital (d) limited liability



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Part – II

Time: 2 Hrs. 45 Min. Marks: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.2. Give short answers of the following:

(10x2=20)

1. What is the fundamental difference between a sole proprietorship and a partnership?
2. Which form of business organization would be best suited for starting a small travel agency?
3. What are the disadvantages of becoming a secret partner?
4. What are the advantages of a general partnership?
5. What are the main responsibilities of board of directors of a corporation?
6. Explain unlimited liability.
7. Define sales promotion.
8. Differentiate marketing from selling.
9. Define separation of ownership of management.
10. Define business risk.

Q.3. Give brief answers of the followings.

(3x10=30)

1. Define insurance. What different types of insurance are available?
2. Define business combination. What are various forms of business combinations? Discuss several merits and demerits of forming business combinations.
3. What are different classes of partners? Discuss the different modes in which a partnership firm may be dissolved?