



UNIVERSITY OF THE PUNJAB

First Semester – 2019

Examination: B.S. 4 Years Program

Roll No. in Fig.

Roll No. in Words.

PAPER: Introduction to Business
Course Code: BBA-101 Part-I (Compulsory)

MAX. TIME: 15 Min.

MAX. MARKS: 10

Signature of Supdt.:

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Division of marks is given in front of each question.

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

Q.1. Encircle the right answer, cutting and overwriting is not allowed. (1x10=10)

1. Election of the board of directors is done by shareholders;
 - a) Through special resolution
 - b) In annual general meeting
 - c) in special meeting
 - d) in statutory meeting
2. Among different managerial styles, which of the following allows most rapid decision making?
 - a) Autocratic
 - b) Democratic
 - c) free reign
 - d) None of these;
3. _____ includes 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. Motorcycle and car are different products, but both fulfill the need for transport is an example of;
 - a) Brand competition
 - b) substitute product competition
 - c) market competition
 - d) None of the above
6. Portion of the undistributed profit transferred to which of the following?
 - a) General reserves
 - b) Retained earnings
 - c) appropriation account
 - d) all of the above
7. A joint stock company may be wound up voluntarily in which of the following ways;
 - a) Fails to submit statutory report
 - b) Fails to start business within one year of incorporation
 - c) expiry of period
 - d) all of Above
8. A certificate of ownership of a business is a;
 - a) Bond
 - b) Mutual fund
 - c) contract
 - d) stock
9. Products purchased by companies to produce other products;
 - a) Consumer goods
 - b) Industrial goods
 - c) service
 - d) inventory
10. Which of the following is a disadvantage of partnership?
 - a) Distribution of work
 - b) Sufficient capital
 - c) profit sharing
 - d) limited liability



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PAPER: Introduction to Business

Course Code: BBA-101 Part – II

MAX. TIME: 2 Hrs. 45 Min.

MAX. MARKS: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.2. Give short answers.

(10x2=20)

- i. What are objectives of business?
- ii. Discuss risk management.
- iii. Define merger .
- iv. How can the name of firm be chosen?
- v. Explain declaration of solvency.
- vi. Explain life insurance.
- vii. What do you mean by partnership at will?
- viii. Give five examples of housing societies.
- ix. Define the concept of artificial person.
- x. Give a list forms of combinations.

Q.3. Give answers of the following questions.

(3x10=30)

- i. What different types of middlemen can be engaged in trade? Discuss!
- ii. Define cooperative society. What are its characteristics and principles? Distinguish briefly between a company and cooperative society.
- iii. Define risk. Discuss in detail classification of business risk.