



UNIVERSITY OF THE PUNJAB

PART – I S/2016
Examination:- B. Com.

Roll No.

Subject: Introduction to Business
PAPER: BC-306

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

1. Define business. Explain scope of business
2. What do you understand by sole proprietorship? What are its merits and demerits?
3. Explain distinction between dissolution of firm and dissolution of partnership. Also discuss circumstances under which dissolution of partnership is made.
4. Explain phases of formation of a joint stock company
5.
 - a) Explain contents of statement in lieu of prospectus for a joint stock company
 - b) Briefly discuss kinds of shares in a joint stock company
6.
 - a) What is business combination?
 - b) Explain in detail horizontal and vertical business combination
7. What are the different functions of marketing? Also differentiate between selling and marketing?
8. Write short note on the following
 - i. Channels of distribution
 - ii. Promotion
 - iii. Stock Exchange in Pakistan
 - iv. E-Commerce