



# UNIVERSITY OF THE PUNJAB

B.Com. Part – I    2<sup>nd</sup> Annual Exam – 2019

Roll No. ....

Subject: Introduction to Business

Paper: BC-306

Time: 3 Hrs. Marks: 100

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

Q1. Discuss the objectives of business in detail?

Q2. What do you understand by Sole Trading concern? Discuss its advantages and disadvantages?

Q3. Define partnership? Also explain the various types of partners in a partnership firm?

Q4. What is a joint stock company? Discuss its disadvantages?

Q5. Briefly describe the three important documents of a public limited company?

Q6. Define a cooperative society? Discuss its merits and demerits?

Q7. Elimination of competition and creation of monopoly are considered to be chief merit and demerit of business combination respectively. Discuss?

Q8. What is advertising? Discuss the aims and objects of advertising?