



**UNIVERSITY OF THE PUNJAB**  
**Associate Degree in Commerce / B.Com. Part – I**  
**2<sup>nd</sup> Annual – 2020 & Annual – 2021**

Roll No. ....

Time: 3 Hrs. Marks: 100

Subject: Introduction to Business

Paper: BC-306

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

- Q1. Discuss the objectives of business in brief? (20)
- Q2. What do you understand by sole trading concern? Discuss its advantages and Disadvantages? (5+15)
- Q3. Discuss the various types of partners in a partnership firm? (20)
- Q4. What is a joint stock company? Discuss its characteristics? (5+15)
- Q5. Describe briefly the three important legal document of a public limited company? (20)
- Q6. Define a cooperative society. Discuss its main advantages and disadvantages? (5+15)
- Q7. Discuss in brief the various form of business combination? (20)
- Q8. Define marketing. What are main functions of marketing? (5+15)