

INTRODUCTION TO BUSINESS

2019

Time allowed: 3 Hours (REGULAR)

Max Marks: 100

Instructions: Attempt any FIVE questions.

Q.1 a) Define Business & mention SIX technological developments or modern concepts that have revolutionized the field of business during the last 100 years

(b) Describe SIX main advantages and SIX disadvantages of Capitalist System.

Q.2 a) Describe main features of sole proprietorship.

(b) What is meant by Dissolution of partnership? Narrate 3 main modes of dissolution of a partnership Firm?

(c) Differentiate between Partnership & joint Stock Co.

Q.3 a) Give a comprehensive definition of joint Stock Co. & describe basic Kinds of companies with help of a chart

(b) Explain the importance & advantages of 'Warehousing' OR 'Insurance' in today's business world.

Q.4 a) Give a suitable definition of Business Combinations.

(b) Define Chamber of Commerce & industry. Point out its objectives & functions.

(c) Briefly describe Amalgamation & Merger. Give TWO real world examples for each inside Pak. or internationally.

Q.5 a) Give an academic definition of 'Advertising'. Also clarify the difference between Advertising & Publicity.

(b) Define Retailer. Outline 4 important functions of Retailer.

(c) Define a Supermarket. Outline FOUR distinctive features of a Supermarket.

Q.6 a) What is "Financing by Leasing"? What are the major advantages of Leasing due to which business people prefer it to other types of financing?

(b) What is "Inventory Control"? Describe the procedure of inventory Control mentioning its most important activity

Q.7 a) What are the various components or types of Compensation for employees in business organizations? Also, list separately various Monetary & Non-Monetary incentives offered to employees.

(b) How can a business enterprise fulfill its Social Responsibility towards 'customers' & 'employees'?

Q.8 a) Explain the problems or obstacles of international Trade

(b) What is a Multinational Company? What are the advantages & disadvantages of MNC, s for a developing nation like Pakistan?

Q.9 Write notes on any TWO of the following:

- i. New product Development
- ii. Privatization: Merits & Demerits
- iii. Characteristics of an Insurable Risk
- iv. Prospectus of a Company

- v. Market Segmentation
- vi. Pak-China Corridor: A Game Changer

INTRODUCTION TO BUSINESS 2018

Time allowed: 3 Hours (REGULAR)

Max Marks: 100

Instructions: Attempt any FIVE questions.

- Q.1 a) Define business. Describe scope of Business.
 - (b) Define Business Environment. How business is affected by political activities in the country.
- Q.2 What do you mean by various Economic Systems? Explain in detail which economic system is followed in Pakistan.
- Q.3 a) Define Business Risks. State the various kinds of Business Risks.
 - (b) Describe various kinds of insurance.
- Q.4 a) Define Balance of Trade and Balance of Payment.
 - (b) What measures should be taken to correct the balance of payment. .
- Q.5 a) Explain in detail the functions of Marketing.
 - (b) Discuss the various phases of Product Life Cycle.
- Q.6 a) Describe the functions of Trade Unions.
 - (b) Describe the advantages of Multinational Companies in Pakistan.
- Q.7 a) Define Partnership. Explain the advantages and disadvantages of Partnership.
 - (b) Define Joint Stock Company. Describe characteristics of Joint Stock Company.
- Q.8 Write notes on any three of the following:
 - i. Means of Transportation
 - ii. Business Goods
 - iii. Kinds of Warehouses
 - iv. Capital Market (v) Media of Advertising.

INTRODUCTION TO BUSINESS 2018

Time allowed: 3 Hours (PRIVATE)

Max Marks: 100

Instructions: Attempt any FIVE questions.

- Q.1 Describe the basic factors for establishing and . operating a business.
- Q.2 a) Define various economic systems.
(b) Describe the characteristics of Capitalism
- Q.3 a) Define Business Combination
(b) Describe the reasons of formation of Business Combination
- Q.4 a) Write the factors determine the selection of a business ownership.
(b) Describe the procedure of formation of Joint Stock co.
- Q.5 a) Describe the characteristics of Economic Environment
(b) State the services of Wholesaler for a manufacturer
- Q.6 a) Define marketing and functions of Marketing
(b) Define Product Life Cycle and its phases.
- Q.7 a) Describe any FOUR kinds of Business Risks
(b) Write the characteristics of Insurable Risks
- Q.8 Write short notes on any THREE of the following:
- i. Departmental Store
 - ii. Partnership Agreement
 - iii. Life Insurance
 - iv. Functions of Stock Exchange
 - v. Clauses of Memorandum of Association

INTRODUCTION TO BUSINESS 2017

Time allowed: 3 Hours (REGULAR)

Max Marks: 100

Instructions: Attempt any FIVE questions.

- Q.1 a) Describe the qualities of a good businessman.
(b) Describe the problems which may be faced in establishing a business and also enumerate the factors that seems most influenced in selecting the form of ownership.
- Q.2 a) Define sole proprietorship and also explain its merits and demerits.
(b) Explain the procedure of formation of Joint Stock Co.
- Q.3 a) Define Business Combination? What factors are responsible for the formation of Business Combination?
(b) Describe the process of Franchising.
- Q.4 a) Describe the basic differences between Non-Profit Oriented Marketing and Profit Oriented Marketing.
(b) Explain at least five differences between Organizational Consumers and Final Consumers.
- Q.5 a) Name the various environments influencing the business activities?
(b) Which Economic System is followed in Pakistan? Also describe characteristics.
- Q.6 a) What role the stock exchange plays in the economy of a country?
(b) Briefly explain the different means of Transportation used in Pakistan.

Q.7 a) Fast changing in Political and Technological environment of our country have direct effect over Business, How?

(b) What are the major types of risk faced by the businessman?
Of Islam in the Sub-Continent Discuss.

Q.8 Write short notes on any three of the following:

- i. Monetary Fund
- ii. Media of Advertising
- iii. Product Life Cycle
- iv. Pak-China corridor
- v. Orientation and Training
- vi. Inventory Control.

INTRODUCTION TO BUSINESS 2017

Time allowed: 3 Hours (PRIVATE)

Max Marks: 100

Instructions: Attempt any FIVE questions.

Q.1 a) Discuss the scope and objectives of business.

(b) Describe the qualities of a successful business man.

Q.2 a) Define partnership and explain the merits and demerits of partnership.

(b) Why it is important that a partnership agreement be drawn up in writing and with great care.

Q.3 a) Describe characteristics of Joint Stock Company.

(b) Differentiate between Articles and Memorandum of Association.

Q.4 a) Write the purpose of combination.

(b) Brief two types of combinations that you think are important.

Q.5 a) Describe the term Marketing Mix & Market Segmentation

(b) Identify seven types of Wholesalers.

Q.6 a) Write about financial Institutions in Pakistan.

(b) Why in Pakistan people prefer teasing rather than barrowing?

Q.7 a) Define multinational company.

(b) Illustrates objectives and role of multinational companies in developing countries.

Q.8 Write short notes on any three of the following:

- i. Tariffs
- ii. Co-operative Societies
- iii. Departmental Stores
- iv. Kinds of Warehouses
- v. Characteristics of Islamic Economic System.

INTRODUCTION TO BUSINESS

Time: 3 Hours

(Regular)

2016

Max. Marks: 100

NOTE: 1) Attempt any FIVE questions.

1. a) Describe scope and objective of business.
b) Describe the factors of economic environment.
2. a) State the importance characteristics of Joint Stock Company.
b) Differentiate between memorandum of association and article of association 3.
a) Explain the stages of product life cycle.
b) Describe types of business goods.
4. a) Describe the kinds of capital market.
b) Define Stock Exchange and explain functions of stock exchange.
5. a) What are the major types of risk faced by business man?
b) State the various types of insurance
Differentiate between wholesaler and retailer.
b) Describe the services provided from wholesaler to producer and retailer.
6. a) Briefly discuss the various problems faced by multinational company.
b) China - Pak, Corridor is a game changer for Pakistan. Discuss.
8. Write short notes on any THREE of the following:
(i) Orientation and training (ii) Mixed economy
(iii) Departmental Store
(v) Social responsibilities of business
(v) Dissolution of partnership firm

INTRODUCTION TO BUSINESS

3 Hours

(Private)

2016 Time:

Max.Marks:100

NOTE: 1) Attempt any FIVE questions.

1. a) List the various kinds of Business Environments.
b) Discuss the features of Economic Environments.
2. a) How Business is socially responsible.
b) Define Mixed Economy and also discuss its characteristics.
3. a) Define Joint Stock Company.
b) Write down the advantages and disadvantages of Sole Proprietorship.
4. a) Define Marketing and describe its functions.
b) Discuss the different phases of Product Life Cycle.
5. a) Describe the various kind of Transportation.
b) Describe the advantages of Warehouse.
6. a) Explain the various types of- Tariffs.
b) Describe the advantages and disadvantages of International Business.
7. a) What are the major types of Risks faced by a Business;" man.
b) How can these risks be Reduced or Avoid?
8. Write short notes on any THREE of the following:

- (i) Media of Advertisement (iii) Capital Market
- (ii) Partnership Deed (iv) Channels of Distribution
- (v) Memorandum of Association

INTRODUCTION TO BUSINESS

Time: 3 Hours

(Regular)

2015

Max. Marks: 100

NOTE: 1) Attempt any FIVE questions.

1. a) Briefly state the various Economic System followed in various countries.
b) Describe the features of Economic System which is followed in Pakistan.
2. a) Describe the social responsible of Business.
b) "Technical, Political & Legal environments are also important for businessmen" Do you agree?
3. a) State the various important characteristics of a Joint Stock Company.
b) Explain the various factors under which a partnership firm dissolved. ,
4. Describe the problems which may be faced in establishing and operating a business organization.
- 5- a) Differentiate between a Wholesaler and a Retailer.
b) Write the services of Wholesaler performed for Producers and Retailers.
6. a) State the various forms of Business Combinations.
b) Describe Pools, Cartels and Trusts.
7. a) Describe the kinds of Capital Markets.
b) Donne Stock Exchange, and write the functions of Stock Exchange.
8. a) Briefly discuss the various divisions of a Personnel Department of a big organization.
b) State the important features of Service Industry.
9. a) Describe the advantages of International Trade.
b) Define Multinational Companies. Describe the problems of Multinational Companies in Pakistan.
10. Write short notes on any THREE of the following:
(i) Kinds of Warehouse (ii) Product Life Cycle (iii) Memorandum of Association (iv) Convenience goods (v) Orientation & Training

INTRODUCTION TO BUSINESS

3 Hours

(Private)

2015 Time:

Max.Marks:100

NOTE: 1) Attempt any FIVE questions.

1. a) Distinguish between Capitalist and Socialist Economic System.
b) State the characteristics of Capitalist Economic System.
2. a) List the factors of establishing and operating a new business organization. Describe any SIX.

- b) Describe the various modes of Advertisement in Pakistan.
3. a) Describe the basic differences between Non-Profit Oriented Marketing and Profit Oriented Marketing.
b) Explain at least FIVE differences between Organizational Consumers and Final Consumers.
4. a) Define Business Risks and also describe its various kinds.
b) Briefly explain the Life Insurance and Marine Insurance.
5. a) List the various kinds of Business Environments and also describe about economic environment.
b) Describe any FOUR functions of Stock Exchange.
6. a) Define Business Combinations and what are the causes of Business Combinations?
b) Describe the various kinds of Cartel.
7. a) Describe the factors of selection of a type of business ownership.
b) Describe the procedure of Incorporation of a Joint Stock Company
8. a) What problems are faced by the Multinational Companies in the world?
b) Explain the types of TARIFFS.
9. Write short notes on any THREE of the following:
(i) Articles of Association
(ii) Wholesaler services for Retailer
(iii) Chain Store
(iv) Product Life Cycle
(v) Partnership Deed

INTRODUCTION TO BUSINESS

Time: 3 Hours

(Regular)

2014

Max. Marks: 100

NOTE: 1) Attempt any FIVE questions.

1. a) Define social responsibilities of a Business.
b) What is business combination and also give the reasons which leads to establishment of a business combination.
2. a) Define sole-proprietorship. Describe its advantages
b) Describe the advantages of Warehousing
3. a) Describe the qualities of a good successful business man.
b) Explain in detail functions of marketing.
4. a) Describe the various kinds of Transportation.
b) State the various important characteristics of a Joint Stock Company.
5. a) Differentiate between Wholesaler and Retailer.
b) Write the services of Wholesaler performed for Producers and Retailers.
6. a) Technical political, & legal environments are also important for Businessmen. Do you agree?
b) Describe the Channels of Distributions.

7. a) Define Insurance. Describe various types of Insurance.
b) Define Business Risks and state the various characteristics of Business Risks.
8. a) Explain the kinds of Capital Market.
b) Describe the kinds of Ware-housing.
9. Write short notes on any FOUR of the following:
 - (i) Private Limited Company
 - (ii) Memorandum of Associations
 - (iii) Balance of Payment
 - (iv) Convenience Goods
 - (v) Partnership Deed
 - (vi) Types of Business Goods

INTRODUCTION TO BUSINESS

3 Hours

(Private)

2014 Time:

Max.Marks:100

NOTE: 1) Attempt any FIVE questions.

1. a) Define social responsibility of a business.
b) Explain the problems which may be faced in ESTABLISHING and OPERATING a Business.
2. a) Describe the procedure of formation of Joint Stock Company.
b) Why sole-proprietorship form of Business Organization is most common in Pakistan.
3. a) Describe the advantages of Ware-Hosing.
b) Explain the following Consumers Goods: (i) Convenience Goods (ii) Durable Goods
(iii) Shopping Goods (iv) Special Goods
4. a) Describe the importance of Stock Exchange in the Economy of a Country.
b) Explain the kinds of Capital Market.
5. a) Describe the various types of Business Risks?
b) How can Business Risks be Reduced and Avoided?
6. a) What role the Multinational Companies play in the development of industries.
b) Identify the major types of Tariffs. Explain.
7. a) Describe the basic differences between Non-Profit Oriented Marketing and Profit Oriented Marketing.
b) Explain at least FIVE differences between Organizational Consumers and final Consumers.
8. Write short notes on any THREE of the following;
 - (i) Product Life Cycle
 - (ii) Means of Transportation
 - (iii) International Monetary Funds
 - (iv) Orientation and Training
 - (v) Departmental Stores

INTRODUCTION TO BUSINESS

Time: 3 Hours

(Regular)

2013

Max. Marks: 100

NOTE: 1) Attempt any FIVE questions.

1. a) Define Business Environment. What are the various types of Business Environment?
b) Write factors of Economic Environment.
2. a) Briefly write the various Economic System followed in various countries.
b) Describe the characteristics of Capitalistic Economy.
3. a) Define Joint Stock Company and also write its characteristics.
b) Write Advantages and disadvantages of Partnership Business.
4. a) Define Business Combination and also explain about Circular, Horizontal and Vertical Combination.
b) Explain the types of Cartel.
5. a) Describe the basic differences between Non-Profit Oriented Marketing and Profit Oriented Marketing.
b) Explain at least TEN differences between Organizational consumers and Final Consumers.
6. a) Describe the advantages of Ware Housing.
b) Explain the following Consumers Goods: (i) Convenience Goods (ii) Durable Goods
(iii) Shopping Goods (iv) Special Goods
7. a) Describe the Merits and Demerits of Financing by Leasing.
b) Explain the kinds of Capital Market.
8. a) Discuss the major types of Risks faced by the Business man.
b) What are the methods for the protection of Business Risks?
9. a) What role play the Multinational Companies in the development of Industries.
b) Identify the major types of Tariffs. Explain. 10. Write short notes on any THREE of the following:
(i) Inventory Control (ii) Departmental stores
(iii) Product Life Cycle
(iv) International Monetary Fund
(v) Means of Transportation (vi) Stock Exchange

INTRODUCTION TO BUSINESS

3 Hours

(Private)

2013 Time:

Max.Marks:100

NOTE: 1) Attempt any FIVE questions.

1. a) What are the social responsibilities of the business in Pakistan?
b) Write the characteristics of Capitalistic Economy.
2. Services sector is an integral part of business. It provides employment to the large portion of the population. Comments.
3. a) What are the characteristics of Joint Stock Company?
b) Write about the merits and demerits of Partnership.
4. a) Discuss the Technological Environment of Business.

- b) Write about the Means of Transportation.
- 5. a) Define Marketing.
b) Explain the functions of Marketing.
- 6. a) Write about Financial Institutions in Pakistan.
b) Why in Pakistan people prefer Leasing rather than Barrowing?
- 7. a) What are the types of Business Risks?
b) What precautions are taken to avoid Business Risks?
- 8. a) Explain the Balance of Payment and Trade.
b) What measures should be taken to enhance Balance of Payment.
- 9. a) Define Multinational Company?
b) Illustrate objectives and role of Multinational Companies in Developing Countries.
- 10. Write short notes on any THREE of the following:
(i) Tariffs (ii) Orientation
(iii) Partnership Deed (iv) Prospectus
(v) Product Life Cycle (vi) Co-operative Societies

INTRODUCTION TO BUSINESS

2012

Time: 3 Hours

(Regular)

Max. Marks: 100

NOTE: 1) Attempt any FIVE questions.

- 1. a) Define social responsibilities of a Business. (05)
b) Name the problems which may be faced in establishing and operating a business. (15) 2.
- a) Define Mixed Economy and also writes its characteristics.
b) Describe the qualities of a successful Business man. (12+8)
- 3. a) What is Business Combination and also give the reasons which leads to establishment of a Business Combination. (12)
b) Explain the Cartel and Franchise. (08)
- 4. a) Describe the formation of Joint Stock Company. (10)
b) Why Sole-proprietorship of business organization is most common in Pakistan. (10)
- 5. a) What role the Stock Exchange play in the development of Economy of a country. (12)
b) Explain the kinds of Capital Market. (08)
- 6. a) Define business environment and enlist the names of business environment. (06)
b) Discuss the effects of current unstable political and business conditions over economic and cultural environment of our country. (14)
- 7. a) Explain the functions of Marketing. (12)
b) Define and differentiate between whole selling and retailing. (08)
- 8. a) Describe the problems which can be faced by the Multinational Companies. (12)
b) Briefly discuss the various division of Personnel Department of a big organization. (08)
- 9. a) Explain the kinds of Business Risks. (10)

- b) Describe the Advantages of International Trade. (10) 10. Write short notes on any THREE of the following: (20)
- (i) Memorandum of Association (ii) Product Life Cycle
 - (iii) Kinds of Warehouses
 - (iv) Means of Transportation
 - (v) Orientation and Training
 - (vi) Media of Advertising

INTRODUCTION TO BUSINESS

3 Hours

(Private)

2012 Time:

Max.Marks:100

NOTE: 1) Attempt any FIVE questions.

1. a) List the various types of Economic System, followed in the World. (05)
b) Which Economic System is followed in Pakistan? Also explain its characteristics. (15)
2. a) Write a note on Privatization of Business in Pakistan. (10)
b) Fast changing Political and Technological environment of our country have a direct effect over Business. How? (10)
3. a) Differentiate between Memorandum of Association and Article of Association. (10)
b) What are the various kinds of Partners? (10)
4. a) Explain the REASONS which leads to establishment of Business Combination. (10)
b) Describe the different types of Cartel. (10)
5. a) Explain the services of Wholesaler to the Manufacturer. (10)
b) Briefly explain the different types of Retailers. (10)
6. a) Define Advertisement. (05)
b) Briefly describe the various Media of Advertisement. (15)
7. a) What are the major types of Risks faced by the Businessman? (10)
b) How can these Risks be Reduced and Avoided? (10)
8. a) Describe the kinds of Capital Markets. (08)
b) What are the various functions of Marketing? Discuss. (12)
9. a) Describe in detail the problems which may be faced by the Multinational Company, (10)
b) Explain the following terms of Goods: (10)
 - (i) Special Goods
 - (ii) Consumer Goods
 - (iii) Shopping Goods
10. Write short notes on any THREE of the following: (20)
 - (i) Partnership Deed (ii) Orientation and Training
 - (iii) Capital Market
 - (iv) Types of Cooperative Societies
 - (v) Means of Transportation
 - (vi) Departmental Store

INTRODUCTION TO BUSINESS**2011****Time: 3 Hours****(Regular)****Max. Marks: 100****NOTE: 1) Attempt any FIVE questions.**

1. a) Differentiate between "Capitalism" and "Socialism" as an Economic System. (08)
b) Discuss the features of Economic Environment. (12)
2. a) Why Sole-Proprietorship is most popular in Pakistan? Also, write its Disadvantages. (10)
b) Describe the various Factors Influence on selection of Business Ownership. (10)
3. a) Explain the procedure of Formation of a Public Limited Company. (12)
b) Describe the Disadvantages of the Joint Stock Company.
4. a) What is Business Combination? Give reasons which leads establishment of Business Combinations. (15)
b) Explain Holding Company and subsidiary Company (05)
5. a) What do you mean by Marketing Strategies? Also explain Marketing Mix and Market Segmentation. (15)
b) Describe Objective of Advertisement. (05)
6. a) Briefly describe the Advantages and Disadvantages of Financing by Leasing. (10)
b) State the Functions of Investment Bank. (10)
7. a) Describe the various types of Warehouse. (10)
b) Describe the Advantages of Warehousing. (10)
8. What are the kinds of Business Risks? Explain how can these risks be Reduced OR Avoided? (20)
9. a) What is the importance of Performance Appraisal in Personnel Management? (10)
b) Explain the Disadvantages of International Business. (10)
10. Write short notes on any THREE of the following:
(i) Channels of Distribution (ii) Partnership Deed
(iii) Balance of Payment (iv) Tariffs
(v) Chain Stores (vi) Means of Transportation

INTRODUCTION TO BUSINESS**2011 Time:****3 Hours****(Private)****Max.Marks:100****NOTE: 1) Attempt any FIVE questions.**

1. a) Discuss the Scope and Objectives of Business. (12)
b) Describe the Qualities of a Successful Businessman. (08)
2. a) Write merits and demerits of Sole Proprietorship Business.
b) Define Mixed Economic System and also describe its Characteristics. (12)
3. a) What do you mean by Social Responsibility of Business? (10)
b) Name the Problems which may be faced in Establishing a Business. (10)
4. a) Why "Business Combination"? (08)
b) State briefly the Advantages and Disadvantages of Horizontal Combination and Vertical Combination. (12)
5. a) What do you mean by Marketing Strategies? Also explain Marketing Mix and Market Segmentation. (15)

- b) Describe Distribution Channels. (05)
- 6.a) Define Stock Exchange. (05)
- b) Explain the Importance of Stock Exchanges in the Economy of a Country. (15) 7.a) Describe various Classifications of Warehouses and also state the Advantages of Storage. (12)
- b) Prepare a list of Means of Transportation and state the Advantages and Disadvantages of each. (08)
- 8.a) Describe various types of Business Risk. (10)
- b) How can Business Risks be Reduced or Avoided? (10)
- 9.a) Describe the Various Methods of Wage Plans. (10)
- b) Describe the Advantages and Disadvantages of International Business. (10)
10. Write short notes on any THREE of the following: (20)
- Prospectus
 - Advantages of Partnership
 - Types of Business Goods
 - Product Life Cycle
 - Balance of Payment

INTRODUCTION TO BUSINESS

2010

Time: 3 Hours

(Regular)

Max. Marks: 100

NOTE: 1) Attempt any FIVE questions.

- a) Briefly state the various Economic Systems followed in various countries. (08) b)

Describe the features of Economic Systems which is followed in Pakistan. (12)
- a) Describe the social responsibility of Business. (10)

b) "Technical, Political & Legal environments are also important for businessmen". Do you agree? (10)
- a) State the various important characteristics of a Joint Stock Company. (10)

b) Explain the various factors under which a partnership firm Dissolved. (10)
- Describe the problems which may be faced in establishing and operating a business organization. (20)
- a) Differentiate between a Wholesaler and a Retailer. (10)

b) Write the services of Wholesaler performed for Producers and Retailers. (10) 6. a)

State the various forms of Business Combinations. (08)

b) Describe Pools, Cartels and Trusts. (12) 7.
- a) Describe the kinds of Capital Markets. (08)

b) Define Stock Exchange, and write the functions of Stock Exchange. (12)
- a) Briefly discuss the various divisions of a Personnel Department of a big organization. (12)

b) State the important features of Service Industry. (08)
- a) Describe the advantages of International Trade. (10)

b) Define Multinational Companies. Describe the problems of Multinational Companies in Pakistan. (10)

10. Write short notes on 'any THREE of the following:

- (i) Kinds of Warehouse
- (ii) Product Life Cycle
- (iii) Memorandum of Association
- (iv) Convenience goods
- (v) Orientation and Training

INTRODUCTION TO BUSINESS

3 Hours

(Private)

2010 Time:

Max.Marks:100

NOTE: 1) Attempt any FIVE questions.

1. a) List the various kinds of Economics system and explain each briefly. (08)
b) Write the characteristics of Capitalism in some details. (12)
2. a) List the various kinds of Business Environments. (05) b) Describe the Economic Environment in some details. (15)
3. a) Define Joint Stock Company & discuss its important characteristics. (10)
b) State the procedure of formation of a Joint Stock Company.
4. a) Define Business Combinations. Write the types of Business Combinations. (15)
b) Describe the Trust and Cartel. (05)
5. a) Briefly describe the various kinds of Goods. (08)
b) Write the functions of Stock Exchange. (12)
6. a) Describe the various kinds of Transportation. (08)
b) Write a brief note on different media of Advertisement. (12)
7. a) Describe the various factors influence on the Selection of Business Ownership. (08)
b) List the various functions of Marketing and explain physical distribution functions. (12)
8. a) Define Multinational Companies. Also describe the problems of Multinational Companies. (12)
b) Describe Tariffs. Give arguments in favor of Tariffs. (08)
9. a) Define Retailer. State various types of Large Scale Retailers.
b) Define Wholesaler. Write the services of Wholesaler perform for a Manufacturer. (10)
- 10.) Write short notes on any THREE of the following: (20)
 - (i) Merits of Sole Proprietorship
 - (ii) Inventory Control
 - (iii) Types of Business Risks;
 - (iv) Private Limited Company
 - (v) Memorandum of Association

INTRODUCTION TO BUSINESS

Time: 3 Hours

(Regular)

2009

Max. Marks: 100

NOTE: 1) Attempt any FIVE questions.

1. a) Discuss the scope and objectives of Business. (10)

- b) Describe the qualities of successful businessman. (10)
2. a) Define Joint Stock Company and discuss its chief characteristics. (10)
b) Briefly discuss various contents of 'Prospectus'. (10)
3. a) Name the various environments influencing the business activities. (05)
b) Discuss factors of Economic Environments in detail. (15)
4. a) What is Stock Exchange? What functions it performs. (12)
b) Explain the classification of Capital Market. (08)
5. a) Differentiate between Departmental Stores & Multiple Shops. (10)
b) Describe the services rendered by the Wholesalers to the Manufacturers. (10)
6. a) Explain in detail the functions of Marketing. (12)
b) Study of buyer's behavior is a basic need for Marketing Planning. Comment. (08)
7. a) Define Insurance. State various types of Insurances. (10)
b) Define business risks and state the various characteristics of business risks. (10)
8. a) What is the basic process followed by the company in hiring subordinate and executive staff. (10)
b) What is the importance of Performance Appraisal in the Personnel Management? (10)
9. a) What do you mean by 'Free Trade' Give arguments in favor of and against Free Trade? (10)
b) Briefly discuss the various problems faced by Multinational Companies. (10)
10. Write short notes on any FOUR of the following:
(i) Convenience goods (ii) Mail Order Houses
(iii) Memorandum of Association
(iv) Media of Advertising (v) Promotion
(vi) Franchising

INTRODUCTION TO BUSINESS

3 Hours

(Private)

2009 Time:

Max.Marks:100

NOTE: 1) Attempt any FIVE questions.

1. a) Describe the qualities of a successful business man. (10)
b) Do you agree that system of "Mixed Economy is working well in Pakistan?" Discuss its important features. (10)
2. a) Define Partnership. State the various disadvantages of Partnership. (10) b) Distinguish between Co-operative Society and Joint Stock Company. (10)
3. a) Briefly discuss various classifications of Companies. (10)
b) How you will differentiate between Memorandum of Association & Articles of Association? (10)
4. a) Define marketing and describe its functions. (12),
b) Discuss the different Phases of Product life cycle. (08)
5. What you understand by Inventory Control. Discuss the various steps involved in this process. (20)

6. a) Describe the pricing policies and explain the price determining factors. (10)
b) Describe the purchasing procedure in a large organization.
7. a) Transportation renders Place and Time utility. Do you agree? Describe means of transportation available in Pakistan. (10)
b) Discuss various classifications of Warehouses. (10)
8. a) Describe the various methods of Orientation and Training of employees in a big organization. (10)
b) Write down in some detail the various methods of wage payments in a large organization. (10)
9. a) Define Business Risks, and state the various types of business risks. (10)
b) Discuss the various difficulties in the way of foreign trade. (10)
10. Write short notes on any FOUR of the following: (20)
i) Media of Advertising ii) Distribution Channels
iii) Holding Companies iv) Chain Stores
v) Service Industry vi) Leasing Companies

INTRODUCTION TO BUSINESS

2008

Time: 3 Hours

(Regular)

Max. Marks: 100

NOTE: 1) Attempt any FIVE questions.

1. a) How business is socially responsible. 5
b) Name the problems which may be faced in ESTABLISHING and OPERATING a business.
Explain any Six of them. 15
2. a) What 'Economic System has been followed in Pakistan.' 10
b) Differentiate between 'Capitalism' and 'Socialism' as an Economic System. 10
3. a) Why sole-proprietorship is most common in Pakistan. Also write its ADVANTAGES. 10
b) Define Memorandum of Association. Briefly discuss its CLAUSES. 10
4. a) What is business Combination? Give REASONS which Leads to establishment of Business Combination. 10
b) Describe CARTEL and JOINT VENTURES. 10
5. a) Assess the importance of wholesalers in the field of distribution. Can they be dispensed? 10
b) State the services of wholesalers to the Retailers. 10
6. a) Briefly explain the classification of CAPITAL MARKET. 10
b) What is the present working of stock exchanges in Pakistan? 10
7. a) What are the major types of RISK faced by the Businessman?
b) State the various types of Insurance. 10
8. a) What are the common methods of Wage Payment? 10

- b) "International Trade Agreements are important in the International Trade. Give some examples of such agreement.
9. a) Define 'Multinational Cos.' 5
 b) Briefly discuss their Problems. 10
 c) Name some Multinational Cos. Working in Pakistan.
10. Write short notes on any THREE of the following: 20
 i) Product life cycle
 ii) Means of Transportation iii) Advantages of
 WARE-HOUSING iv) Orientation & Training
 v) Recent Aid Agreement with IMF

INTRODUCTION TO BUSINESS

3 Hours

(Private)

2008 Time:

Max.Marks:100

NOTE: 1) Attempt any FIVE questions.

1. a) What do you understand by "ECONOMIC SYSTEM"? 5
 b) Briefly explain the characteristics of "Socialistic Economy"
2. a) Define "ENVIRONMENT"? 5
 b) What are the factors of "ECONOMIC ENVIRONMENT"? 15
3. a) Define "MEMORANDUM OF ASSOCIATION." 5
 b) Explain the procedure of formation of Public Ltd. Co. 15
4. a) Define Advertisement. 5
 b) Briefly describe the various media of advertisement. 15
5. a) What are the major types of Risks faced by Businessmen? b) Describe the various methods of handling there Risk? 10
6. a) Identify the major types of Tariffs. 8
 b) Explain problems faced by the Multinational Companies. 12
7. a) What do you understand by Incentive Wage Plans? 10
 b) What are the common methods of "Wage Payment"? 10
8. a) Why "BUSINESS COMBINATIONS"? 10
 b) Describe SYNDICATE and POOLS. 10
9. a) Define Wholesaling & Retailing. 8
 b) Describe the various methods of Large Scale Retailing. 12
10. Write short notes on any FOUR of the following: 20
 i) Product Life Cycle
 ii) Kinds of Warehousing
 iii) Holding Companies iv) Leasing in Pakistan
 v) Orientation & Training
 vi) Inventory Control

INTRODUCTION TO BUSINESS

Time: 3 Hours

(Regular)

2007

Max. Marks: 100

NOTE: 1) Attempt any FIVE questions.

1. a) What do you understand by Economic Setting of Business? 5
b) State the Economic system which has been followed in Pakistan. Briefly state its important features. 15
2. a) What do you mean by Social Responsibility of Business? 5 b) Briefly discuss the various factors of "Economic Environment". 15
3. a) Define Insurance. Briefly explain various types of Insurance. 10
b) What is the importance of Insurance in Modern Business World? 10
4. a) Define a joint stock company. 5
b) Write down the procedure of its formation. 15
5. a) What do you mean by channels of distribution? 5
b) Differentiate between 'Retailing' and 'Wholesaling' 15
6. a) Briefly describe major transportation system used in business. 10 b) Briefly explain convenience, shopping and specialty goods. 10
7. a) Write a brief note on 'Service Industry'. 5
b) Write down in some details the various methods of wage payment in a large organization. 15
8. a) Discuss Horizontal & Vertical combinations. 8
b) Differentiate between Syndicate & Pool. 12
9. a) Discuss the scope and objectives of business. 10
b) Describe the qualities of a Good Business Man. 10
10. Write short notes on any Four of the following: '20
i) Media of Advertising
ii) Orientation and training
iii) Inventory Control iv)
Marketing Strategies v)
Sole Proprietorship
vi) Social and cultural environment

INTRODUCTION TO BUSINESS

3 Hours

(Private)

2007 Time:

Max.Marks:100

NOTE: 1) Attempt any FIVE questions.

1. a) What do you mean by Business Problems? 5
b) List usual problems faced in establishing and operating a business. Explain any six of them. 15
2. a) Define Partnership? 5

- b) Describe the usual points of partnership deed. 15
3. a) What do you mean by channel of distribution? 5
b) Describe various types of middle men in the distribution of the goods. 15
4. a) Briefly discuss various types of Warehouses. 10
b) Write down suitable steps of Inventory Control. 10
5. a) Define Insurance. 5
b) Briefly describe major transportation system used in Pakistan Business. 15
6. a) Define Marketing? 5
b) Explain the various functions of marketing. 15
7. a) Define Stock Exchange. 5
b) Explain the importance of stock exchanges in the economy of a country? 15
8. a) Define Company? 5
b) Differentiate between Memorandum of Association and Article of Association. 15
9. a) What do you understand by Human Resource Management? 5
b) Briefly discuss the various steps of Staffing to be taken in a big organization. 15
10. Write short notes on any three of the following: 20
- a) Departmental Stores
 - b) Chain stores
 - c) Dissolution of Partnership
 - d) Quality of a Good Business Man
 - e) Impact of Technological Environment