



UNIVERSITY OF THE PUNJAB

Associate Degree in Commerce Part-I Annual Exam – 2022

Roll No.

Subject: Introduction to Business

Paper: BC-306

Time: 3 Hrs. Marks: 100

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

- Q1. Business does not merely comprise the buying and selling of goods. Do you agree? (20)
- Q2. Define sole proprietorship; also give its advantages and disadvantages? (5+15)
- Q3. What is co-ownership? Distinguish between co-ownership and partnership? (5+15)
- Q4. Explain the advantages and disadvantages of a public company? (20)
- Q5. Distinguish between share and debenture? (20)
- Q6. Elimination of competition and creation monopoly is considered to be the chief merit and Demerit of combination respectively. Discuss? (20)
- Q7. Define marketing? What are the main functions of marketing? (5+15)
- Q8. Define life insurance policy, briefly, give the essentials of life insurance contracts? (5+15)