

**APPEARANCE OF MOBILE PHONE(S) / SMART DEVICE(S) SUBJECT TO CONSIDERED AS AN
ACT OF CHEATING**

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2016; AFFILIATED COLLEGES
INTRODUCTION TO BUSINESS
BBA – I**

Date: June 6, 2016

**Max Time: 1.5 Hrs
Max Marks: 30**

INSTRUCTIONS:

- 1. Attempt 4 questions where Q6 is compulsory.**
- 2. Do not write anything on the question paper.**
- 3. Return the question paper along with answer script, without question paper your answer script will not be assessed.**
- 4. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

Q2 What do you understand by term commerce and also explain its branches.

Q3 Explain advantages and disadvantages of company.

Q4 Highlight the role and responsibilities of human resource management.

Q5 Define marketing and highlight the functions of marketing.

Q6 Differentiate between any Three of the following terms:

- a) Intranet vs. Extranet
- b) Micro Marketing vs. Macro Marketing
- c) Business vs. Trade
- d) Publicity vs. Advertising

END OF SUBJECTIVE PAPER