

College Name: _____

Seat No: _____ Student's Name: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION DECEMBER 2017; AFFILIATED COLLEGES
INTRODUCTION TO BUSINESS; BA (BS)-341
BBA – I**

Date: December 18, 2017

Max Time: 100 Mins

Max Marks: 45

INSTRUCTIONS:

- 1. Attempt any 3 questions. Write only relevant and brief answers.**
- 2. Do not write anything on the question paper.**
- 3. 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.**

- Q1 Discuss and contrast the types of businesses in market with examples?
- Q2 Evaluate the promotional mix of any detergent powder?
- Q3 Explain the different types of Partners.
- Q4 What are the advantages and disadvantages of recruiting candidates from external sources?
- Q5 "To be successful in 21st century companies must take advantage of the new information, technology, globalization and entrepreneurship". How advances in these concepts positively effect a business?
- Q6 Explain any five of the following terms:
1. Stakeholders
 2. Income statement
 3. Organization
 4. Recruitment
 5. Target Market
 6. Short term Finance

END OF SUBJECTIVE PAPER