



ALLAMA IQBAL OPEN UNIVERSITY
Semester Terminal Exam Autumn 2020

Program /level:	ADC/BS/Graduation	Maximum Marks	100
Title /Course Code	Fundamentals of Business (5402)	Pass marks	50

Instructions for Exams:

1. Attempt All Questions.
2. Write answers in your own words and avoid copying from an internet source or any book.
3. Be precise, avoid unnecessary details, answer to each question must be between 600-800 words.
4. Students are advised to upload their answer sheets/solutions on LMS portal as soon as they complete their answers and not to wait for 8:30 PM.
5. Submissions after due date & time will not be entertained. Attach undertaking with each course code which were allowed to attempt in Urdu.
6. If plagiarism found, Student may be declared fail.

Q. No.	Questions	Marks
1	The small scale businesses play an important role in reducing unemployment and promoting economic prosperity. Explain in your own words, why small scale business is necessary for a developing economy like Pakistan?	33
2	Advertising through Social Media has become a dominant tool to increase sales and expand business outreach. In your opinion, is advertising through social media an effective strategy in Pakistan? Explain with examples.	33
3	Pakistan is struggling to increase its exports in the international market. As a student of business, suggest some strategies how exports can be increased from Pakistan?	34