



ALLAMA IQBAL OPEN UNIVERSITY  
Semester Terminal Exam Autumn 2020

Program /level:	BBA/Graduation	Maximum Marks	100
Title /Course Code	<b>Introduction to Business Finance (8414)</b>	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	If you are appointed as Investment Banker, how would you attract and provide funds to the investment sector? Write your answer to be supported by clear examples from the financial markets in Pakistan.	33
2	How could you apply the Capital Assets Pricing Model to minimize risk and to get greater returns on investment in the present circumstances in Pakistan.	33
3	How could you speed up cash collections for your business organization effectively and efficiently? It is assumed that you always maintain market reputation of your organization in all respects.	34