



ALLAMA IQBAL OPEN UNIVERSITY  
Semester Terminal Exam Autumn 2020

Program /level:	BA/B.Com/Associate Degree Program	Maximum Marks	100
Title /Course Code	<b>Fundamentals of Business (463)</b>	Pass marks	40/50

**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 can attempt paper on any white page. Mention Roll No. , Name & Signature on every page. Attach undertaking with each course code.
5. Students are advised to post their answer sheets to their tutor well in time so the same must reach on or before **20-06-2021**.
6. Submissions after due date & time will not be entertained.

Q. No.	Questions	Marks
1	Business is essential to the working of a modern society. Briefly describe the products and characteristics of at-least ten different types of businesses which you have seen in your town.	33
2	A newly developed brand of ladies cloth is planning to expand in different small cities of Pakistan. Please advise this business on how to advertise their products to attract customers within limited budget.	33
3	Many young persons are starting their online businesses on social media platforms; Whatsapp, Facebook, Youtube etc. What are the advantages and disadvantages of such business models?	34