



UNIVERSITY OF THE PUNJAB

Fourth Year: Annual – 2018

Examination: B.B.A. (Hons.)

Roll No.

Subject: Sales Management (Marketing Specialization)
PAPER: 1

TIME ALLOWED: 3 Hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

1. A marketing manager has decided to use personal selling as a strategy. Describe at least five advantages and five disadvantages that would result from the use of personal selling?
2. Determine when a sales manager would use a strategic account organization structure? When would it not be appropriate?
3. Explain the importance of sales territories from the stand point of the sales organization?
4. What are the important elements of design sales territories? What can be the impact of a poorly designed territory?
5. What are the qualities and duties of a sales manager?
6. Explain the importance and objectives of training of sales persons?
7. What are the methods adopted by sales managers for remunerating sales persons?
8. Explain the following:
 - a. Exhibitions
 - b. Reverse Marketing
 - c. Follow Up
 - d. Direct Marketing
 - e. Appraisals



UNIVERSITY OF THE PUNJAB

Fourth Year: Annual – 2018

Examination: B.B.A. (Hons.)

Roll No.

Subject: Managerial Accounting (Finance Specialization)
PAPER: 1

TIME ALLOWED: 3 Hrs.
MAX. MARKS: 100

**NOTE: Attempt any FIVE questions. All Questions carry equal marks.
Extra attempt of any question will not be considered.**

Question 1.

During May, Joliet Fabrics Corporation manufactured 500 units of a special multilayer fabric with the trade name Stylex. The following information from the stylex production department also pertains to May.

Direct material purchased: 18000 yards at \$1.38 per yard	\$24,840
Direct material used: 9,500 yards at \$1.38 per yard	13,110
Direct labor: 2,100 hours at \$9.15 per hour	19,215
The standard prime costs for one unit of Stylex are as follows:	
Direct material: 20 yards at \$1.35 per yard	\$27
Direct labor: 4 hours at \$9.00 per hour	36
Total standard prime cost per unit of output	<u>\$63</u>

Compute:

- a) Direct material price and quantity variances.
- b) Direct labor rate and efficiency variances.

(20 marks)

Question 2.

- a) How is management's function of control executed through a budgetary control system?
- b) Differentiate between Financial accounting and Cost accounting.

(20 marks)

Question 3.

The Galway Company produces numerous related small parts. Its cost department has always prepared a labor budget in dollars only, since no information regarding the number of parts manufactured is available. During the past year, direct labor cost by quarters were reported as follows:

Quarters	Machining Department.		Finishing Department.		Total
First.....	\$15,813	21%	\$4,416	23%	\$20,229
Second.....	18,072	24	4,608	24	22,680
Third.....	20,331	27	4,992	26	25,323
Fourth.....	<u>21,084</u>	<u>28</u>	<u>5,184</u>	<u>27</u>	<u>26,268</u>
Total.....	<u>\$75,300</u>	<u>100</u>	<u>\$19,200</u>	<u>100</u>	<u>\$94,500</u>

The ratios of direct labor to total manufacturing cost during the past year averaged:

Machining Dept.....	23.75%
Finishing Dept.....	25.00%

These ratios are expected to remain the same for the coming year. The manufacturing cost excluding direct labor has been budgeted for the coming year, with \$244,000 for the machining dept. and \$90,000 for finishing dept. The percentage distribution of labor requirements for each quarter will be the same for the coming year.

Required:

The direct labor cost requirements for each quarter of the coming budget period.

(20 marks)

Question 4.

Hydro Systems engineering associates, INC, provides consulting services to city water authorities. The consulting firm's contribution margin ratio is 20 percent, and its annual fixed expenses are \$120,000. The firm's income tax rate is 40 percent.

Required:

- a) Calculate the firm's break-even volume of service revenue.
- b) How much before tax income must the firm earn to make an after tax net income of \$48,000?
- c) What level of revenue for consulting services must the firm generate to earn an after tax net income of \$48,000?

(20 marks)

P.T.O.

Question 5.

Easton Pump Company's planned production for the year just ended was 20,000 units. This production level was achieved, and 21,000 units were sold. Other data follow:

Direct material used.....	\$600,000
Direct labor incurred.....	300,000
Fixed manufacturing overhead.....	420,000
Variable manufacturing overhead.....	200,000
Fixed selling and administrative expenses.....	350,000
Variable selling and administrative expenses.....	105,000
Finished goods inventory, January 1.....	2,000 units

There were no work in process inventories at the beginning or end of the year.

Required:

- What would be Easton Pump Company's finished goods inventory cost on December 31 under the marginal costing method?
- Which costing method, absorption or variable costing, would show a higher operating income for the year? By what amount?

(20 marks)

Question 6.

The following data are provided by the controller of the Metaxen Corporation:

Cash.....	\$240,000
Accounts Receivable.....	348,000
Inventories:	
	January 1 December 31
Finished goods.....	\$44,200 \$66,000
Work in process.....	29,800 38,800
Materials.....	88,000 64,000
Material purchased.....	\$366,000
Sales discount.....	8,000
Factory overhead (excluding depreciation).....	468,400
Marketing and administrative expenses (excluding depreciation).....	344,200
Depreciation (90% manufacturing, 10% marketing and administrative expenses).....	116,000
Sales.....	1,844,000
Direct labor.....	523,600
Freight on material purchased.....	6,600
Rental income.....	64,000
Interest on bonds payable.....	16,000

Required: Cost of goods sold statement.

(20 marks)

Question 7.

As a result of an expansion program, Whitworth Enterprises, INC. has excess capacity of 20,000 machine hours, which is expected to be absorbed by the domestic market in few years.

The company has receive inquiries from two companies located in another country. One offers to buy 210,000 units of the product F-W at \$.60 per unit, the second offers to buy 300,000 units of product D-FW at \$.70 per unit.

Whitworth Enterprises can accept only one of these to offers.

The standard costs for these products are as follows:

	F-W	D-FW
Materials.....	\$.25	\$.35
Direct labor.....	.10	.12
Factory overhead.....	.20	.28
Total Standard Cost	<u>\$.55</u>	<u>\$.75</u>

Factory overhead is applied on a machine-hour basis at \$5.60 per hour; 75% of the factory overhead is estimated to be fixed. No marketing and administrative expenses would be applicable to either order; transportation charges are to be paid by the buyer.

Required:

The order that should be accepted.

(20 marks)



UNIVERSITY OF THE PUNJAB

Fourth Year: Annual – 2018

Examination: B.B.A. (Hons.)

Roll No.

Subject: Financial Analysis (Finance Specialization)

PAPER: 2

TIME ALLOWED: 3 Hrs.

MAX. MARKS: 100

**NOTE: Attempt any FIVE questions including question # 1 which is Compulsory.
All questions carry equal marks.**

Objective Part

Q.No. 1

Briefly explain any ten (10) terms given below:-

1. What are the determinants of stock price?
2. List down the Stock valuation models
3. What is the role of Beta Factor?
4. Growth company Vs. Growth stock
5. Define debt service coverage ratio
6. Define time interest earned
7. What is meant by shareholders value added?
8. What is meant by value added?
9. What is meant by economic value added?
10. What is meant by diluted EPS?
11. How you will define return on assets?
12. Define dividend payout
13. Define book value per share
14. How you will define Cash and cash equivalents?
15. What is meant by Intrinsic value of stock?

Subjective Part

Q.No. 2

The assets of XYZ Limited consists of fixed and current while its current liabilities comprise bank credit and trade credit in the ratio of 2:1. From the following figures relating to the company for the year 2017.

Share capital	Rs.199,500
Working capital	45,000
Gross profit	20%
Stock turnover	6
Average collection period	2 months
Current ratio	1.5
Quick ratio	0.9
Reserves and surplus to cash	3

Required:

Prepare its balance sheet showing the details for working:

Q.No. 3

The following are the Balance Sheet of Sunshine Limited for the years ending 31st December, 2016 and 2017.

Liabilities	2017 Rs.	2016 Rs.	Assets	2017 Rs.	2016 Rs.
Equity share capital	330,000	200,000	Fixed assets less		
Pref. Shares Capital	150,000	100,000	Depreciation	350,000	240,000
Reserves	30,000	20,000	Stock	50,000	40,000
Profit and Loss A/c	20,000	15,000	Debtors	125,000	100,000
Bank overdraft	50,000	50,000	Bills Receivables	60,000	20,000
Creditors	50,000	40,000	Prepaid expenses	12,000	10,000
Provision for taxation	25,000	20,000	Cash in hand	53,000	40,000
Proposed dividend	25,000	15,000	Cash at bank	30,000	10,000
Total	680,000	460,000	Total	680,000	460,000

Required:-

Prepare a comparative Balance Sheet of the company and study its financial position.

Q.No. 4

The following information pertains to Mughal Steels Mills Limited.

	Rs.
Profit after tax (PAT)	300,000
Ordinary dividend	200,000
Share capital (100,000 shares of Rs.10 each)	1,000,000
Market price per share	25
Retained Earnings	500,000

You are required to calculate:

1. Dividend cover
2. Earning per share (EPS)
3. Dividend per share (DPS)
4. Earning yield
5. Dividend yield
6. Price earning ratio
7. Payout ratio
8. Book value per share



UNIVERSITY OF THE PUNJAB

Fourth Year: Annual – 2018

Examination: B.B.A. (Hons.)

Roll No.

Subject: Marketing Research (Marketing Specialization)

PAPER: 2

TIME ALLOWED: 3 Hrs.

MAX. MARKS: 100

NOTE: Attempt any FIVE questions. Question # 1 is Compulsory.

Q. 1: Briefly discuss the following: (8 x 5).

(Marks: 40)

- I. Sampling Error
- II. Longitudinal Research
- III. Past Information and Forecasts
- IV. Resources and Constraints of Marketing Research
- V. Budgeting of a Research Project

Q. 2: Write a detailed note on survey research method. Also discuss the survey methods classified by the modes of administration. Support your answer with the help of examples.

(Marks: 15)

Q. 3: What are the main research design classifications? In detail, discuss the descriptive research design?

(Marks: 15)

Q. 4: What is the importance of marketing research for an organization? Describe the nature and process of marketing research.

(Marks: 15)

Q. 5: In detail, discuss the process of defining a research problem and developing an approach? Also discuss the importance of discussions with decision makers and tasks involved in this process.

(Marks: 15)

Q. 6: What is meant by secondary data? Why this type of data needs to be used in marketing research? Also discuss the classifications and criteria for evaluating secondary data.

(Marks: 15)

Q. 7: Briefly explain the interview and observation methods of data collection? What are the merits and demerits of these two methods of data collection?

(Marks: 15)



UNIVERSITY OF THE PUNJAB

Fourth Year: Annual – 2018

Examination: B.B.A. (Hons.)

Roll No.

Subject: Small Business Management
(Marketing / Finance Specialization)

TIME ALLOWED: 3 Hrs.
MAX. MARKS: 100

PAPER: 3

NOTE: Attempt any FIVE questions. Question # 8 is Compulsory.

Q: 1	What makes a small business? Differentiate entrepreneurial ventures and small business.	17.5
Q: 2	What are the factors that contribute to the success of a small business?	17.5
Q: 3	What is business plan? Explain in detail the outline of a business plan?	17.5
Q: 4	What do you know about SWOT analysis?	17.5
Q: 5	What are operation and production plan? Explain with its major contents.	17.5
Q: 6	What are 20 top entrepreneurial characteristics?	17.5
Q: 7	Explain in detail step by step approach for development of a new small scale business	17.5
Q: 8	Define any TEN of the following a) SMEDA b) Intellectual property of a business c) Manager vs entrepreneur d) Social entrepreneur e) Direct compensation vs indirect compensation f) Ratio analysis g) Shopping Goods h) Breakeven Point i) Controlling j) Features of service k) Leading l) Franchise m) Brain storming n) Field force analysis o) Domestic entrepreneur	30



UNIVERSITY OF THE PUNJAB

Fourth Year: Annual – 2018
Examination: B.B.A. (Hons.)

Roll No.

Subject: Pakistan Economy
(Marketing / Finance Specialization)

TIME ALLOWED: 3 Hrs.
MAX. MARKS: 100

PAPER: 4

NOTE: Attempt any FIVE questions. All questions carry equal marks.

- Q.No1. Explain the land reforms in Pakistan? What is the impact of land reforms in the history of Pakistan? How far government of Pakistan was successful? Discuss? (20)
- Q.No2. Give an overview of agriculture sector of Pakistan? Why there is less production in agriculture? How can we increase agriculture yield in Pakistan? Give measures? (20)
- Q.No3. Define balance of payments? Why Pakistan has been facing deficit in balance of payments? How can we correct the adverse balance of payments in Pakistan? (20)
- Q.No4. Define poverty? Differentiate between absolute and relative poverty? Identify major causes of poverty in Pakistan? Analyze the efforts by current government for poverty alleviation? (20)
- Q.No5. Define monetary policy? Explain various objectives and tools of monetary policy? Discuss the effectiveness of monetary policy in Pakistan? (20)
- Q.No6. What is meant by small scale and cottage industries? Discuss the role of government in uplifting the cottage industries in Pakistan? (20)
- Q.No7. Write a short note on any TWO of the followings? (20)
- Agriculture Price Policy
 - Agriculture Marketing
 - Trade Policy



UNIVERSITY OF THE PUNJAB

Fourth Year: Annual – 2018

Examination: B.B.A. (Hons.)

Roll No.

Subject: Mathematics (Advanced)
(Marketing / Finance Specialization)

TIME ALLOWED: 3 Hrs.
MAX. MARKS: 100

PAPER: 5

Section 1

Attempt all Questions

1. Define the following terms. All questions carry equal marks. 20
- Continuous function
 - Coordinate system
 - Undefined slope
 - Limiting Value
 - Discontinuous function
 - Definite integral
 - State power rule of integration
 - Differential equation
 - Slope-intercept form of line
 - Slope

Section 2

Attempt any Four Questions.

- 2a. Suppose the total cost of manufacturing q units of a certain commodity is C thousand dollars for q quantity, where $C = 0.9q + 2$. 10
- Compute the cost of manufacturing 10 units.
 - Compute the cost of manufacturing the 10th unit.
- b. A candidate for the position of governor of a Midwestern state has an advertising budget of 1.5 million rupees. The candidate's advisors have identified four advertising options: newspaper, radio, TV and billboard advertisements. The cost of these media options average 1500, 2500, 10000, and 7500 rupees respectively. If x_j is the number of unit purchased of media option j then write an equation which requires total advertising expenditure of 1.5 million. If it has been determined that 100 newspaper ads, 300 radio ads and 50 bill board ads will be used then how many TV ads they can purchase 10
- 3a. Since the beginning of the year, the price of a bottle of soda at a local discount supermarket has been rising at a constant rate of 2 cents per month. By November first, the price had reached \$1.56 per bottle. Express the price of the soda as an equation of time and determine the price at the beginning of the year.

P.T.O.

- b. Determine an equation for the line (a) passing through (2, 5) and parallel to the x axis b) passing through origin and perpendicular to line discussed in part 'a' of the question. 10

- 4a. Decide whether the function is continuous or not, if not identify the points of discontinuity 10

$$f(x) = 3x^2 - 6x + 9$$

- b. Find limit of following 10

$$\lim_{x \rightarrow 2} \frac{x^2 + x - 6}{x - 2}$$

5. Integrate following functions 20

$$\int x^2(x^3 - 6x + 7) dx$$

$$\int \left(\frac{5}{x} - 2e^x + 7 \right) dx$$

6. Solve following Definite Integrals 20

$$\int_0^{\ln 2} (e^t - e^{-t}) dt$$

$$\int_1^2 \frac{x^2}{(x^3 + 1)^2} dx$$

7. The population of a newly discovered species of rabbit appears to be growing exponentially. When first identified in South American country, the population was estimated at 500. Two years later the population was estimated to equal 1,250. Determine the exponential growth function which describes the population P as a function of time t, measured in years since the discovery of the species. 20



UNIVERSITY OF THE PUNJAB

Fourth Year: Annual – 2018

Examination: B.B.A. (Hons.)

Roll No.

Subject: Financial Management (Advanced)
(Finance Specialization)

TIME ALLOWED: 3 Hrs.
MAX. MARKS: 100

PAPER: 6

NOTE: Attempt any FIVE questions. All Questions carry equal marks.

Q. No. 1

(20)

Becon Enterprises is attempting to evaluate the feasibility of investing \$85,000, CF_0 , in a machine having a 5-year life. The firm has estimated the cash inflows associated with the proposal as shown below. The firm has a 12 % cost of capital.

End of Year (t)	Cash Inflows (CFt)
1	\$ 20000
2	22000
3	27000
4	31500
5	36000

- Calculate the payback period for the proposed investment.
- Calculate the NPV and IRR for the proposed investment.
- Evaluate the acceptability of the proposed investment using NPV and IRR. What recommendation would you make relative to implementation of the project? Why?

Q. No. 2

(20)

A firm expects to have earnings before interest and taxes (EBIT) of \$160,000 in each of the next 6 years. It pays annual interest of \$1,500. The firm is considering the purchase of an asset that costs \$140,000, requires \$10,000 in installation cost, and has a recovery period of 5 years. It will be the firm's only asset, and the asset's depreciation is already reflected in its EBIT estimates.

- Calculate the annual depreciation for the asset purchase using the MACRS depreciation percentages in Table 3.2 on page 100.
- Calculate the annual operating cash flows for each of the 6 years, using both the accounting and the finance definitions of *operating cash flow*. Assume that the firm is subject to a 40% ordinary tax rate.
- Say the firm's net fixed assets, current assets, accounts payable, and accruals had the following values at the start and end of the final year (year 6). Calculate the firm's free cash flow (FCF) for that year.

Account	Year 6 Start	Year 6 End
Net Fixed Assets	\$ 7,500	\$ 0
Current Assets	90,000	110,000
Accounts Payables	40,000	45,000
Accruals	8,000	7,000

- Compare and discuss the significance of each value calculated in parts b and c.

Q. No. 3

(20)

Assume that the risk-free rate, RF , is currently 8%, the market return, km , is 12%, and asset A has a beta, bA , of 1.10.

- Draw the security market line (SML) on a set of "non diversifiable risk (x axis)–required return (y axis)" axes.
- Use the CAPM to calculate the required return, kA , on asset A, and depict asset A's beta and required return on the SML drawn in part a.
- Assume that as a result of recent economic events, inflationary expectations have declined by 2%, lowering RF and km to 6% and 10%, respectively. Draw the new SML on the axes in part a, and calculate and show the new required return for asset A.
- Assume that as a result of recent events, investors have become more risk averse, causing the market return to rise by 1%, to 13%. Ignoring the shift in part c, draw the new SML on the same set of axes that you used before, and calculate and show the new required return for asset A.

P.T.O.

- e. From the previous changes, what conclusions can be drawn about the impact of (1) decreased inflationary expectations and (2) increased risk aversion on the required returns of risky assets?

Q. No. 4

(10 Each)

- a. Diversification in a portfolio context
- b. Credit collection policies

Q. No. 5

(20)

Wilkins Manufacturing has sales of \$4 million and a gross profit margin of 40%. Its *end-of-quarter inventories are*

Quarter	Inventory
1	\$ 400,000
2	800,000
3	1,200,000
4	200,000

- a. Find the average quarterly inventory and use it to calculate the firm's inventory turnover and the average age of inventory.
- b. Assuming that the company is in an industry with an average inventory turnover of 2.0, how would you evaluate the activity of Wilkins' inventory?
- c. Benefits of inventory management?

Q. No. 6

(20)

Newlin Electronics is considering additional financing of \$10,000. It currently has \$50,000 of 12% (annual interest) bonds and 10,000 shares of common stock outstanding. The firm can obtain the financing through a 12% (annual interest) bond issue or through the sale of 1,000 shares of common stock. The firm has a 40% tax rate.

- a. Calculate two EBIT–EPS coordinates for each plan by selecting any two EBIT values and finding their associated EPS values.
- b. Plot the two financing plans on a set of EBIT–EPS axes.
- c. On the basis of your graph in part b, at what level of EBIT does the bond plan become superior to the stock plan?

Q. No. 7

(10, 10)

- a. Major areas and opportunities in Finance
- b. Sole proprietorship



UNIVERSITY OF THE PUNJAB

Fourth Year: Annual – 2018

Examination: B.B.A. (Hons.)

Roll No.

Subject: Advertising (Marketing Specialization)

PAPER: 6

TIME ALLOWED: 3 Hrs.

MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All Questions carry equal marks.

- Q1. Define Advertising. Why do students need to study advertising? Also describe the difference between publicity and advertising. (20)
- Q2. Enlist different media being used in advertising. Also discuss the role of electronic media in advertising sector. (20)
- Q3. A) Explain the importance of 'Copy Rights'. (10)
B) Importance of 'Slogans' in Advertising. (10)
- Q4. Discuss in detail the role and importance of Advertising agency for marketing and sales promotion. (20)
- Q5. Explain the procedure for advertising layout. (20)
- Q6. Explain in detail the growth strategies for successful advertising. (20)
- Q7. Explain in detail strength and weakness of different mediums of media. (20)
- Q8. How can a Media Plan be implemented? Explain it with respect to advertising. (20)



UNIVERSITY OF THE PUNJAB

Fourth Year: Annual – 2018

Examination: B.B.A. (Hons.)

Roll No.

Subject: Consumer Behaviour (Marketing Specialization)

PAPER: 7

TIME ALLOWED: 3 Hrs.

MAX. MARKS: 100

NOTE: Attempt any FIVE questions in all. Question # 1 is Compulsory.

SECTION 1

Q No.1 Define any TWENTY (20) terms. Each carries equal marks.

(2*20=40)

- | | |
|-------------------------|-------------------|
| 1. Upward Mobility | 14.Showrooming |
| 2. Materialism | 15.Forgetting |
| 3. Market Myopia | 16.Customer Value |
| 4. Interview | 17.Reinforcement |
| 5. Focus Group | 18.Cues |
| 6. Qualitative Research | 19.Secondary Data |
| 7. Survey | 20.Needs |
| 8. Likert Scale | 21.Sensory Store |
| 9. Ambush Marketing | 22.Brand Loyalty |
| 10. Weber's Law | 23.Rehersal |
| 11. Sensation | 24.Ego |
| 12. Dogmatism | 25.Interest |
| 13. Reliabilty | |

SECTION 2

(15*4=60)

Q.No2. Differentiate between qualitative and motivational research? What are strengths and weaknesses of motivational research?

Q.No3. Differentiate between primary and secondary data? Discuss major advantages and limitations of secondary data?

Q.No4. Define consumer learning? What are its major elements? Explain some major objectives of consumer learning?

Q.No5. Explain consumer research with the help of model? What are the objectives of consumer research?

Q.No6. Define personality trait theory? How personality trait theory can be used in consumer research? Give examples?

Q.No7. Explain consumer imagery? Discuss major elements of consumer imagery?



UNIVERSITY OF THE PUNJAB

Fourth Year: Annual – 2018

Examination: B.B.A. (Hons.)

Roll No.

Subject: Taxation Management (Advanced) [Finance Specialization]
PAPER: 7

TIME ALLOWED: 3 Hrs.
MAX. MARKS: 100

**NOTE: Attempt any FIVE questions in all. Question # 1 is Compulsory.
All Questions carry equal marks**

Section 1

- Q.No. 1 Define any five of the following terms with reference to Income Tax Ordinance 2001:
- Imputable Income
 - Intangible
 - Principal Officer
 - Taxpayer
 - Tax
 - Turnover
 - Speculation Business
 - Startup

Section 2

- Q.No.2 State whether the following incomes are exempt from tax or not, if exempt from tax, state the conditions for exemption:
- Foreign source income of returning expatriates.
 - Amount of Gratuity or Commutation of Pension.
 - Profit on debt.
- Q.No.3
- Give ten examples of income from other sources under section 39 of the Income Tax Ordinance, 2001.
 - What are the allowable deductions from "Income from other sources?"
- Q.No. 4 Discuss the powers and functions of Chief Commissioner Inland Revenue.
- Q.No.5 What penalties can be imposed?
- Penalty for making a false statement etc.
 - Failure to maintain prescribed accounts
 - Failure to furnish return of income
 - Failure to deposit the additional tax
- Q.No.6 Define the following terms under the Sales Tax Act 1990:
- Active Tax Payer
 - Output Tax
 - Supply
 - Manufacturer of Producer

P.T.O.

Q.No. 7

Mr. Muhammad Saeed received the following amounts during the year ended on 30th June 2017. You are required to calculate his taxable income and the amount of tax payable by him.

- a. Basic Salary (Rs. 50,000-5000-60,000) Rs. 50,000 p.m
- a. Cost of living allowance Rs. 110,000
- b. Free accommodation provided by employer. He was entitled to a house allowance of 70% of basic salary, if accommodation was not provided to him
- c. Cost of motor vehicle (conveyance provided by employer for personal & official use) Rs 14,00,000
- d. Loan obtained from employer @ 12% p.a. Rs. 22,00,000
- e. Hospitalization Charges Rs. 100,000
- f. Agricultural income Rs 350,000
- g. Special allowance Rs 1,80,000
- h. Income from fish catching business Rs. 30,000
- i. Rental income from property is Rs. 580,000.
- j. Zakat paid under Zakat and Ushar Ordinance Rs 50,000
- k. Tax deducted from salary by employer Rs. 20,000
- l. He donated Rs. 45,000 to Lahore College for Women University, Lahore.

Extract of Rates of Tax for salaried persons for Tax Year 2017

1.	Upto Rs. 4,00,000	Nil
2.	Rs. 400,000 to Rs. 5,00,000	2% of the amount exceeding Rs. 4,00,000
3.	Rs. 500,000 to Rs. 7,50,000	Rs. 2000 + 5% of the amount exceeding Rs. 5,00,000
4.	Rs. 750,000 to Rs. 14,00,000	Rs. 14,500 + 10% of the amount exceeding Rs. 7,50,000
5	Rs. 1400,000 to Rs. 15,00,000	Rs. 79,500 + 12.5% of the amount exceeding Rs. 14,00,000
6	Rs. 1500,000 to Rs. 18,00,000	Rs. 92,000 + 15% of the amount exceeding Rs. 15.00,000
7	Rs. 1800,000 to Rs. 25,00,000	Rs. 137,000 + 17.5% of the amount exceeding Rs. 18,00,000
8	Rs. 2500,000 to Rs 30,00,000	Rs. 2,59,500+ 20% of the amount exceeding Rs. 25,00,000



UNIVERSITY OF THE PUNJAB

Fourth Year: Annual – 2018

Examination: B.B.A. (Hons.)

Roll No.

Subject: Statistics (Advanced)
(Marketing / Finance Specialization)

TIME ALLOWED: 3 Hrs.
MAX. MARKS: 100

PAPER: 8

Section 1

Attempt all Questions

1. Define the following terms. All questions carry equal marks. 20
- i. Unweighted Index Number
 - ii. Time Series
 - iii. Parameter
 - iv. Stratified Random Sampling
 - v. Inferential Statistics
 - vi. Null and Alternative Hypothesis
 - vii. Type 1 Error
 - viii. Properties of Chi-square distribution
 - ix. Acceptance and Rejection Region
 - x. Sketch the ANOVA Table for two way classification

Section 2

Attempt any Four Questions.

2. Following are the quantities and prices for the years 2000 and 2009 for Kinzua Valley Geriatrics. Use 2000 as the base period. 20

Item	2000		2009	
	Price \$	Quantity	Price \$	Quantity
Syringes (dozen)	6.10	1,500	6.83	2,000
Thermometers	8.10	10	9.35	12
Advil (bottle)	4.00	250	4.62	250
Patient record forms (box)	6.00	1,000	6.85	900
Computer paper (box)	12.00	30	13.65	40

Determine Fisher's ideal index.

3. The following table lists the annual amounts of glass cullet produced by Kimble Glass Works Inc. 20

Year	Code	Scrap (tons)	Year	Code	Scrap (tons)
2006	1	2	2009	4	5
2007	2	4	2010	5	6
2008	3	3			

Determine the least squares trend equation. Estimate the amount of scrap for the year 2012.

P.T.O.

4. Draw all possible random samples of size $n_1=2$ with replacement from a finite population consisting of 4, 6, 8,. Similarly draw all possible random samples of size $n_2=2$ with replacement from another finite population consisting of 1, 2, 3. Find the possible sample differences between the sample means of two populations. Construct the sampling distribution of the differences of sample means and compute its mean and variance. Then verify the results of mean and variance of sampling distribution of difference of sample means with the population. 20
- 5a. A sample of 81 observations is taken from a normal population with a standard deviation of 5. The sample mean is 40. Determine the 95 percent confidence interval for the population mean. 10
- b. Schadek Silkscreen Printing Inc. purchases plastic cups on which to print logos for sporting events, proms, birthdays, and other special occasions. Zack Schadek, the owner, received a large shipment this morning. To ensure the quality of the shipment, he selected a random sample of 300 cups. He found 15 to be defective. 10
- a. What is the estimated proportion defective in the population?
- b. Develop a 95 percent confidence interval for the proportion defective.
- c. Zack has an agreement with his supplier that he is to return lots that are 10 percent or more defective. Should he return this lot? Explain your decision.
- 6a. Gibbs Baby Food Company wishes to compare the weight gain of infants using its brand versus its competitor's. A sample of 40 babies using the Gibbs products revealed a mean weight gain of 7.6 pounds in the first three months after birth. For the Gibbs brand, the population standard deviation of the sample is 2.3 pounds. A sample of 55 babies using the competitor's brand revealed a mean increase in weight of 8.1 pounds. The population standard deviation is 2.9 pounds. At the .05 significance level, can we conclude that babies using the Gibbs brand gained less weight? Compute the p-value and interpret it. 10
- b. GfK Custom Research North America conducted identical surveys five years apart. One question asked of women was "Are most men basically kind, gentle, and thoughtful?" The earlier survey revealed that, of the 3,000 women surveyed, 2,010 said that they were. The later revealed 1,530 of the 3,000 women surveyed thought that men were kind, gentle, and thoughtful. At the .05 level, can we conclude that women think men are less kind, gentle, and thoughtful in the later survey compared with the earlier one? 10
- 7a. A study of 20 worldwide financial institutions showed the correlation between their assets and pretax profit to be .86. At the .05 significance level, can we conclude that there is positive correlation in the population? 10
- b. The regression equation is $\hat{Y} = 11.18 - 0.49X$, the sample size is 12, and the standard error of the slope is 0.23. Use the .05 significance level. Can we conclude that the slope of the regression line is less than zero? 10



UNIVERSITY OF THE PUNJAB

Fourth Year: Annual – 2018
Examination: B.B.A. (Hons.)

Roll No. in Fig.

Roll No. in Words.

Subject: E-Commerce [Marketing / Finance Specialization]
PAPER: 9

MAX. TIME: 1 Hr.
MAX. MARKS: 50

Signature of Supdt.:

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

NOTE: Attempt all questions:

Q.1(a): Mark T for True and F for False.

(20 x 2 = 40)

1. EBay facilitates consumer-to-consumer e-commerce.
2. The forerunner of modern e-commerce is EDI.
3. Value-added networks (VANs) provide a direct link for data transmission.
4. The two most widely used EDI standards are ANSI X.12 and UN/EDIFACT.
5. An intranet use Internet technologies for internal company applications.
6. An extranet connects the intranet of two or more firms.
7. Authentication is a process that confirms the identity of a remote user.
8. Supply chain management is a prime candidate for an extranet.
9. A portal is an access point through which online access to an organization is provided.
10. EBay is famous for its reverse auction Web site.
11. A product without tangible feagtures is called a virtual product.
12. Internet commerce is the component of web commerce conducted strictly over the World Wide Web.
13. Web technologies also allow integration of information via websites, which can be linked to corporate database to provide real-time access to information.
14. Revenue models describe how firm will earn revenue, generate profits and produce a superior return on invested capital.
15. The stages of "Stages of B2C" electronic commerce are e-information, e-integration, and e-brochure.
16. An extranet enables two or more firms to use the internet to do business together.
17. Extranets require large expenditures to train users on the technologies.
18. Electronic payments can be easier to audit and monitor than payments.
19. Sellers and buyers in commodity markets experience significant transaction costs.
20. IBM defines electronic business as "The transformation of key business process.

Q.1(b) What does the following stands for:

(10)

1. B2B _____
2. CBMS _____
3. ISP _____
4. GDSS _____
5. OOPL _____
6. IOS _____
7. DFD _____
8. EFT _____
9. FAT _____
10. EDI _____



UNIVERSITY OF THE PUNJAB

Fourth Year: Annual – 2018

Examination: B.B.A. (Hons.)

Roll No.

Subject: E-Commerce [Marketing / Finance Specialization]

PAPER: 9

TIME ALLOWED: 2 Hrs.

MAX. MARKS: 30

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

SUBJECTIVE PORTION

ATTEMPT ANY three QUESTIONS. EACH QUESTION CARRIES EQUAL MARKS: (3x10=30)

Q.NO. 2:

- a) What types of business processes are well suited to electronic commerce?
- b) What is consumer behavior model explain its functionality in detail.

Q.No.3:

- a) Define and explain internet protocols in detail also discuss its functions.
- b) Describe the three categories of electronic commerce that are most commonly used.

Q.No.4:

- a) What are the key business issues of E-Commerce
- b) How to sell on internet and advantages and disadvantages do you face

Q. No.5:

- a) What is the difference between a public network and a private network?
- b) What is direct market explain its procedures in detail.



UNIVERSITY OF THE PUNJAB

Fourth Year: Annual – 2018

Examination: B.B.A. (Hons.)

Roll No.

**Subject: Financial Institutions and Services
(Marketing / Finance Specialization)**

**TIME ALLOWED: 3 Hrs.
MAX. MARKS: 100**

PAPER: 10

NOTE: Attempt any FIVE questions. Question # 7 is Compulsory.

Q: 1	Define the term "Financial Institution" and Explain in detail different types of financial institution.	15
Q: 2	"Government has a major role to play in strengthening Financial Markets". Discuss.	15
Q: 3	Define Insurance and explain in detail the nature of Business of Insurance Companies.	15
Q: 4	Write a detailed note on role of ZTBL in Promoting Agriculture Sector of Pakistan.	15
Q: 5	Define Mutual Fund and Explain different types of Mutual Funds.	15
Q: 6	What are different types of Securities accepted by Financial Institution?	15
Q: 7	Write Short Notes on: a) Saving Accounts b) ATM c) Primary Market d) Letter of Credit e) NIT f) Bank Assurance g) Capital Market h) Reinsurance	(5X8) 40