



# UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Fourth Year: 2<sup>nd</sup> A – 2018 & A – 2019

Roll No. ....

Paper: FIN-1 Managerial Accounting (Finance Specialization)

Time: 3 Hrs. Marks: 100

## Special Examination, Jeddah, K.S.A.

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

### Question 1.

- a) Managers of enterprises consider a sales budget an extremely useful management tool. Explain. (20 marks)
- b) Enumerate the various classifications of costs.

### Question 2

Crowley, INC submits the following data for September:

Direct labor cost..... \$30,000.

Cost of Goods sold..... \$111,000.

Factory overhead is applied at the rate of 150% of direct labor cost.

Inventory account showed these beginning and ending balances:

	September 1	September 30
Finished goods.....	\$15,000	\$17,500
Work in process.....	9,600	13,000
Materials.....	7,000	7,400

Other data:

Marketing expenses..... \$14,100

General and administrative expenses..... 22,900

Sales for the month..... 182,000

**Required:**

An income statement with the scheduled showing cost of goods manufactured and sold. (20 marks)

### Question 3.

Saskatchewan Can Company manufactures recyclable soft-drink cans. A unit of production is a case of 12 dozen cans. The following standards have been set by the production engineering staff and the controller.

Direct labor	Direct material
Quantity, .25 hour	Quantity, 4 kilograms
Rate, \$16 per hour	Price, \$.80 per kilogram

Actual material purchases amounted to 240,000 kilograms at \$.81 per kilogram. Actual cost incurred in the production of 50,000 units were as follows:

Direct labor.....	\$211,900 for 13,000 hours
Direct material...	\$170,100 for 210,000 kilograms

**Compute:**

- a) Direct material price and quantity variances.
- b) Direct labor rate and efficiency variances. (20 marks)

### Question 4.

Z. LTD, Inc. produces nonfat frozen yogurt. The product is sold in five-gallon containers, which have the following price and standard variable cost:

Sales price.....	\$30
Direct material.....	\$10
Direct labor.....	\$4
Variable overhead.....	\$6

Budgeted fixed over-head in 2017, the company's first year of operations, was \$600,000. Actual production was 150,000 five-gallon containers, of which 125,000 were sold. There were no variances recorded in 2017. Z.LTD, Inc. incurred the following selling and administrative expenses.

Fixed.....	\$100,000 for the year
Variable.....	\$1 per container sold

**Required:**

Prepare income statements for 2017 using (a) Absorption costing and (b) marginal costing. (20 marks)

**Question 5.**

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 6.**

From the books and records of the Coe Company, the cost analyst determined that sales were \$10,000,000 and costs were as follows:

	Variable costs	Fixed costs	Total
Direct materials.....	\$3,000,000	-	\$3,000,000
Direct labor.....	3,000,000	-	3,000,000
Factory overhead.....	800,000	\$500,000	1,300,000
Marketing expenses.....	700,000	300,000	1,000,000
Administrative expenses.....	500,000	200,000	700,000

The company is considering two alternative proposals that would change certain cost items. Proposal 1 would increase fixed costs \$100,000, with sales and variable costs remaining the same. Proposal 2 would modernize present equipment at an annual increase of fixed costs of \$250,000, with the expectation of saving the same amount in each of the direct materials and direct labor costs.

Required:

- The current contribution margin ratio.
- The current break-even point.
- If proposal 1 is adopted, calculate a) break-even point b) The profit.

(20 marks)

**Question 7.**

Standard costs and other data for two component parts used by Griffon Electronics are presented below:

	Part A4	Part B5
Direct materials.....	\$ .40	\$8.00
Direct labor.....	1.00	4.70
Factory overhead.....	4.00	2.00
Unit standard Cost.....	<u>\$5.40</u>	<u>\$14.70</u>
Units needed per year.....	6,000	8,000
Machine hours per unit.....	4	2
Unit cost if purchased.....	\$5	\$15

In the past years, Griffon Electronics has manufactured all of its required components; however in the current year only 30,000 hours of otherwise idle machine time can be devoted to the component production. Accordingly, some of the parts must be purchased from outside suppliers. In producing parts, factory overhead is applied at \$1 per standard machine hour. The fixed capacity cost, which will not be affected by any make-or-buy decision, represents 60% of the applied factory over-head.

Required:

- The relevant unit production costs to be considered in the make-or-buy decision to schedule machine time.
- The units of A4 and B5 that Griffon should produce if the allocation of machine time is based on potential cost savings per machine hour.

(20 marks)



**Special Examination, Jeddah, K.S.A.**

**NOTE: Attempt any FIVE questions including Question No. 1 which is compulsory. All questions carry equal marks.**

**OBJECTIVE PART**

(10x2=20)

**Q. No. 1. Briefly explain any ten (10) terms given below:**

1. What is importance of financial statements analysis?
2. Distinguish between financial & non-financial information
3. Differentiate between vertical & horizontal analysis
4. Define Corporate Social Responsibility (CSR)
5. Contents of Risk Management Report
6. Define Corporate Governance
7. Define basic earnings per share
8. Define Du Pont analysis
9. Define book value per share
10. Identify four ratios used to evaluate profitability
11. Identify three ratios used to evaluate short term solvency
12. Identify four ratios used to evaluate efficiency
13. Identify three ratios used to evaluate long term solvency
14. Distinguish between operating income & net income
15. Distinguish between cross section and time series analysis

**SUBJECTIVE PART**

(20)

**Q. No. 2.**

The assets of ABC Limited consists of fixed and current while its current liabilities comprise bank credit and trade credit in the ratio of 3:1. From the following figures relating to the company for the year 2015.

Share capital	Rs.299,500
Working capital	90,000
Gross profit	25%
Stock turnover	8
Average collection period	1.5 months
Current ratio	2.5
Quick ratio	1.5
Reserves and surplus to cash	4.5

**Required:**

Prepare its balance sheet showing the details for working:

(20)

**Q. No. 3.**

The following are the Balance Sheet of Sunshine Limited for the years ending 31<sup>st</sup> December, 2017 and 2018.

(Rupees in Lakhs)

Liabilities	2018 Rs.	2017 Rs.	Assets	2018 Rs.	2017 Rs.
<b>Non-Current Liabilities</b>			<b>Non Current Assets</b>		
Equity share capital	1,647	700	Net fixed Assets	1,500	800
Reserves & Surpluses	758	758	Long term investments	320	280
Debentures	750	900	<b>Current Assets</b>		
<b>Current Liabilities</b>			Debtors	390	375
Bank overdraft	120	112	Inventories	785	692
Creditors	210	229	Prepaid expenses	15	18
Bills payable	300	180	Cash in hand	300	200
Provision for taxation	50	36	Cash at bank	525	550
<b>Total</b>	<b>3,835</b>	<b>2,915</b>	<b>Total</b>	<b>3,835</b>	<b>2,915</b>

**Required:-** Prepare a comparative Balance Sheet of the company and interpret its financial position.

Q. No. 4.

(20)

The balance sheet of Star Limited as at 31<sup>st</sup> December 2016 is given below:

Assets	Amount (Rs.)	Liabilities & Stockholder's Equity	Amount (Rs.)
Plant & Machinery	225,000	Equity share capital	300,000
Furniture	25,000	Reserves	90,000
Stock	90,000	Creditors	60,000
Debtors	60,000		
Cash in hand	20,000		
Cash at bank	30,000		
Total	450,000	Total	450,000

The other details are as follows:

- Total sales during the year have been Rs. 500,000 out of which cash sales amounting to Rs. 100,000.
- The gross profit has been earned @20%.
- Balances on 1.1.2016:  
Debtors Rs. 40,000; Stock Rs. 70,000; Creditors Rs. 15,000.
- Cash paid to the creditors during the year Rs. 105,000.

You are required to calculate the following ratios:

- Current ratio
- Acid test ratio
- Debtors turnover ratio
- Creditors turnover ratio
- Stock turnover ratio

Q. No. 5.

(20)

Following are the ratios relating to the trading activities of National Traders Limited.

Debtors Velocity	3 months
Stock Velocity	8 months
Creditors Velocity	2 months
Gross Profit Ratio	20%

- Gross profit for year ended 31<sup>st</sup> December 2012 amounting to Rs. 5,00,000.
- Closing Stock of the year is Rs. 20,000 above the opening stock.
- Bills Receivable and bills payable were Rs.60,000 & Rs. 36,667 respectively.

Required: Find out the following figures:

- |                  |                     |
|------------------|---------------------|
| a) Sales         | b) Sundry Debtors   |
| c) Closing Stock | d) Sundry Creditors |

Q. No. 6.

(20)

What do you mean by ratio analysis? Explain briefly the different methods of ratio analysis with suitable examples.

Q. No. 7.

(20)

Comprehensively explain the CAMELS rating system.



# UNIVERSITY OF THE PUNJAB

**B.B.A. (Hons.) Fourth Year: 2<sup>nd</sup> A – 2018 & A – 2019**

Paper: 3 Small Business Management (Marketing / Finance Specialization)

Roll No. ....

Time: 3 Hrs. Marks: 100

## Special Examination, Jeddah, K.S.A.

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

Q:1	Briefly discuss the following: I. Family limitations II. SWOT analysis III. Profit planning IV. Problem areas for small business owners V. Selection of suppliers	4x5=20
Q:2	Write a detailed note on developing operating systems. Also discuss the importance and procedure for locating retail store and manufacturing plant.	20
Q:3	What characteristics chiefly distinguish an entrepreneur from a small business owner? Give appropriate examples for these important entrepreneurial characteristics.	20
Q:4	Why planning for business is important for a small business owner? Explain the importance of a good business plan. Also, in detail, discuss the outline of an effective business plan.	20
Q:5	What are the main advantages and disadvantages of family-owned businesses? Write a note on family limitations and exit strategies from a small scale family owned business.	20
Q:6	How small business can establish an effective purchasing procedure? What things should be taken into consideration at the time of supplier selection?	20
Q:7	Elaborate the types of capital used in small business. What is the need for profit planning and what are its main steps?	20



# UNIVERSITY OF THE PUNJAB

**B.B.A. (Hons.) Fourth Year: 2<sup>nd</sup> A – 2018 & A – 2019**

**Paper: 4 Pakistan Economy (Marketing / Finance Specialization)**

Roll No. ....

Time: 3 Hrs. Marks: 100

## **Special Examination, Jeddah, K.S.A.**

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

1. Discuss the importance of agriculture sector of Pakistan? Identify some major problems of this sector? How can we control on these problems? Analyze the efforts by government for this sector
2. What are major causes of low agricultural yield in Pakistan? How can we increase agricultural yield in Pakistan? Give suggestions?
3. Why Pakistan has been facing deficit in balance of payments? What are its major causes? How can we correct the adverse balance of payments in Pakistan?
4. Define inflation and its various types? Explain various causes of inflation in Pakistan? Give some measures to control on inflation in Pakistan? Also highlight the efforts by government to control on inflation?
5. Discuss major exports and imports of Pakistan? Analyze the role of Government of Pakistan to promote exports in Pakistan? How can we increase our exports?
6. Explain the importance of industrial sector of Pakistan? What are major causes of industrial backwardness in Pakistan? Give measures for its improvement?
7. Write a short note on any **TWO** of the followings?
  - a. Monetary Policy
  - b. Agriculture Marketing
  - c. Land reforms in Pakistan



Special Examination, Jeddah, K.S.A.

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

SECTION – I

- Q.1. Answer all questions. (10x2=20)
1 Define continuity of a function
2 Write down the standard form of linear equation involving two variables
3 Define y-intercept
4 What are differential equations
5 Which type of line has an undefined slope?
6 Define discontinuous function
7 Define slope
8 Given the equation 5x + 10y = 20, find the value of y if x =5
9 Define definite integral.
10 Define integration

SECTION – II

NOTE: Attempt any FOUR questions. (4x20=80)

- Q.2. A large car rental agency is preparing to purchase new cars for the coming year. The capital budget for these purchases is \$20 million. Two types of cars are to be purchased, one costing \$12000 and the other \$14500. If x equals the type 1 cars purchased and the number of type 2 cars:
a. Determine the equation which stated that the total amount spent on new purchases equals \$20 million.
b. Rewrite the equation in slope-intercept form
c. Identify the slope, x and y intercepts and interprets their meaning
Q.3.(a) If the two points lying on a supply function are (10, 25) and (20, 45) then:
i. Derive the supply function. Qs = f(p)
ii. Interpret the slope of the equation in this application.
iii. Predict the supply if the market price equals \$25 per unit.
(b) Identify x and y intercepts.
i. 2x - 3y + 20 = -5x + 2y - 8
ii. y/3 = -4
Q.4.(a) Find the values at which the function is discontinuous:
(-x^2 + 1) / (2x + 1)
(b) Find the limit of the function:
lim (4x^2 - 5) / (-x + 3) as x approaches 4
Q.5.(a) Evaluate integral of e^3x dx
(b) Evaluate integral of (x + 2)(2x^2 + 8x)^3 dx
Q.6.(a) Solve the following definite integrals: integral from -2 to 2 of (3x^2 + 4x + 10) dx
(b) integral from -1 to 2 of 12e^6x dx
Q.7. Find the general and particular solutions for the differential equations:
dy/dx = 4x(2x^2 - 8)^3, f(2) = 20



# UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Fourth Year: 2<sup>nd</sup> A – 2018 & A – 2019

Roll No. ....

Paper: FIN-6 Financial Management (Advanced) (Finance Specialization)

Time: 3 Hrs. Marks: 100

## Special Examination, Jeddah, K.S.A.

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

**Q.No.1.**

(20)

Assuming that the rates of return associated with a given asset investment are normally distributed and that the expected return,  $k$ , is 18.9% and the coefficient of variation,  $CV$ , is .75, answer the following questions.

- Find the standard deviation of returns,  $\sigma_k$ .
- Calculate the range of expected return outcomes associated with the following probabilities of occurrence: (1) 68%, (2) 95%, (3) 99%.
- Draw the probability distribution associated with your findings in parts a and b.
- What does a plot of the *probability distribution* of outcomes show a decision maker about an asset's risk? When is the *coefficient of variation* preferred over the standard deviation for comparing asset risk?
- How to find portfolio return?

**Q. No. 2**

(20)

For each of the projects shown in the following table, calculate the internal rate of return (IRR). Then indicate, for each project, the maximum cost of capital that the firm could have and still find the IRR acceptable.

	Project A	Project B	Project C	Project D
Initial investment (CF <sub>0</sub> )	\$90,000	\$490,000	\$20,000	\$240,000
Year (t)	Cash inflows			
1	\$20,000	\$115,000	\$7,500	\$120,000
2	25,000	120,000	7,500	100,000
3	30,000	125,000	7,500	80,000
4	35,000	135,000	7,500	60,000
5	40,000	140,000	7,500	50,000

**Q. No. 3**

(10, 5, 5)

(A) Dhatu systems has just issued preferred stock. The stock has a 12% annual dividend and a \$100 par value and was sold at \$97.50 per share. In addition, flotation costs of \$2.50 per share must be paid.

- Calculate the cost of the preferred stock.
- If the firm sells the preferred stock with a 10% annual dividend and nets \$90.00 after flotation costs, what is its cost?

(B) What is Capital Asset Pricing Model?

(C) What is the difference between "cost of preferred stock" and "cost of debt"?

Q.No. 4

(10,10)

1. What role do *financial markets* play in our economy? What are *primary* and *secondary* markets? What relationship exists between financial institutions and financial markets?
2. Discuss Tax deductible expenses and Tax loss carryback & forward

Q. No. 5

(20)

Firm R has sales of 100,000 units at \$2.00 per unit, variable operating costs of \$1.70 per unit, and fixed operating costs of \$6,000. Interest is \$10,000 per year. Firm W has sales of 100,000 units at \$2.50 per unit, variable operating costs of \$1.00 per unit, and fixed operating costs of \$62,500. Interest is \$17,500 per year. Assume that both firms are in the 40% tax bracket.

- i. Compute the degree of operating, financial, and total leverage for firm R.
- ii. Compute the degree of operating, financial, and total leverage for firm W.
- iii. Compare the relative risks of the two firms.
- iv. Discuss the principles of leverage that your answers illustrate.

Q. No. 6

(5 each)

- a) Benefits and drawbacks of merger
- b) What are stock splits
- c) Why Dividend policy is irrelevant?
- d) Operating leverage vs. financial leverage.

Q. No. 7

(20)

Samuels Manufacturing is considering the purchase of a new machine to replace one they feel is obsolete. The firm has total current assets of \$920,000 and total current liabilities of \$640,000. As a result of the proposed replacement, the following *changes* are anticipated in the levels of the current asset and current liability accounts noted.

<i>Account</i>	<i>Change</i>
Accruals	+\$ 40,000
Marketable securities	0
Inventories	-10,000
Accounts payable	+90,000
Notes payable	0
Accounts receivable	+1,50,000
cash	+15,000

- a. Using the information given, calculate the change, if any, in net working capital that is expected to result from the proposed replacement action.
- b. Explain why a change in these current accounts would be relevant in determining the initial investment for the proposed capital expenditure. Would the change in net working capital enter into any of the other cash flow components that make up the relevant cash flows? Explain.



# UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Fourth Year: 2<sup>nd</sup> A – 2018 & A – 2019

Paper: FIN7 Taxation Management (Advanced) [Finance Specialization]

Roll No. ....

Time: 3 Hrs. Marks: 100

## Special Examination, Jeddah, K.S.A.

**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:

- a) Accumulated Profits
- b) Capital Asset
- c) Filer
- d) Principal Officer
- e) Investment Company
- f) Speculation Business
- g) Startup
- h) Taxable Income

### Section 2

- Q. No.2 What are the different types of perquisites enjoyed by the salaried individuals? Discuss its tax treatment.
- Q. No. 3 Why is the distinction between capital and revenue important from income tax viewpoint? How would you differentiate between capital and revenue expenditures?
- Q. No. 4 Briefly explain the legal provisions governing the filing of return of total income under the income tax law.
- Q. No. 5 Discuss the powers and functions of Chief Commissioner Inland Revenue.
- Q. No. 6 Explain specifically not allowable deductions under the head "Income from business" under section 21 of the Income Tax Ordinance, 2001
- Q.No. 7 Define the following terms under the Sales Tax Act 1990:
- a) Defaulter
  - b) Input Tax
  - c) Manufacturer or producer
  - d) Retail Price

**Q. No. 8** Compute the taxable income of Mr. Nazir Ahmad (senior citizen of Pakistan) who during the tax year ended 30th June 2018 derived income from the following sources: (Marks 15)

Salary	Rs. 595,000
Annual leave fare assistance	39,600
Interest free loan received from employer	600,000
Overtime payments received	20,500
Encashment of leave preparatory to retirement	50,000
Conveyance provided by employer (Both for personal & professional use) The employer took this car from a Leasing company at annual lease rent of Rs. 100,000 the fair market value of this car at the commencement of lease was Rs. 600,000	
Gratuity received from the employer (Approved by Board)	225,000
Reimbursement of gas, water and electricity bills	40,000
Taxable income from gifted property	180,000
Profit from speculation business	200,000
Loss from other speculation business	175,000
Profit on sale of inherited jewelry (Holding period more than 12 months)	35,000
Zakat deducted	24,620
Prize on prize bond	20,000
Tax deducted at source	10,000
Amount claimed for rebat	
a) Shares of listed company purchased sold by Privatization Commission of Pakistan	40,000
b) Donation to Punjab University	22,000

**Required: Computer taxable income and tax payable**

Tax rate for salaried person year 2018:		
1.	Up to Rs. 400,000	Nil
2.	Rs. 400,000 to 500,000	2% on the amount exceeding Rs. 400,000
3.	Rs. 500,000 to Rs. 750,000	Rs. 2,000 + 5% of exceeding Rs. 500,000
4.	Rs. 750,000 to Rs. 1,400,000	Rs. 14,500 + 10% on the amount exceeding Rs. 750,000
5.	Rs. 1,400,001 to Rs. 1,500,000	Rs. 79,500 + 12.5% on the amount exceeding Rs. 1,400,000
6.	Rs. 1,500,001 to Rs. 1,800,000	Rs. 92,000 + 15% on the amount exceeding Rs. 1,500,000
7.	Rs. 1,800,000 to Rs. 2,500,000	Rs. 137,000 + 17.5% on the amount exceeding Rs. 1,800,000
8.	Rs. 2,500,000 to Rs. 3,000,000	Rs. 2,59,500 + 20% of exceeding Rs. 2,500,000
9.	Rs. 3,000,000 to Rs. 3,500,000	Rs. 3,59,500 + 22.5% on the amount exceeding Rs. 3,000,000
10.	Rs. 3,500,000 to Rs. 4,000,000	Rs. 4,72,000 + 25% on the amount exceeding Rs. 3,500,000



**Special Examination, Jeddah, K.S.A.**

**Section 1**

Attempt all Questions

1. Define the following terms. All questions carry equal marks. 20
- Index number
  - Trend in index number
  - Deseasonalization.
  - Parameter
  - Standard Error
  - Statistical inference.
  - Estimator and estimate.
  - Level of significance
  - Type one
  - Properties of chi-square distribution.

**Section 2**

Attempt any Four Questions.

2. Calculate Laspeyres price indexes for 2007–2009 from the following data. 20  
Use 2000 as the base year.

Quantity		Price			
Item	2000	2000	2007	2008	2009
1	21	\$0.50	\$0.67	\$0.68	\$0.71
2	6	1.23	1.85	1.90	1.91
3	17	0.84	.75	.75	.80
4	43	0.15	.21	.25	.25

3. Calculate 4-month weighted moving averages for the following periods. 20

Time Period	Value	Time Period	Value
1	27	6	66
2	31	7	71
3	58	8	86
4	63	9	101
5	59	10	97

4. A population consists of 7 numbers 1, 1, 2, 3, 4, 4, 5. Draw all possible samples of size 3 without replacement from this population and find the sample proportion of odd numbers in the samples. Construct the sampling distribution of sample proportion of odd numbers in the samples. Calculate mean and variance from sampling distribution. Also compare these results with population. 20
- 5a. A random sample of size 70 is taken from a population that has a variance of 49. The sample mean is 90.4 What is the point estimate of  $\mu$ ? Construct a 94% confidence interval for  $\mu$ . 10
- b. Many Americans spend time worrying about paying their bills. A survey by Fleishman-Hilliard Research for MassMutual discovered that 60% of Americans with kids say that paying bills is a major concern. This proportion compares to 52% of Americans without kids. Suppose 850 Americans with kids and 910 without kids were contacted for this study. Use these data to construct a 95% confidence interval to estimate the difference in population proportions between Americans with kids and Americans without kids on this issue. 10
- 6a. Employee suggestions can provide useful and insightful ideas for management. Some companies solicit and receive employee suggestions more than others, and company culture influences the use of employee suggestions. Suppose a study is conducted to determine whether there is a significant difference in mean number of suggestions a month per employee between the Canon Corporation and the Pioneer Electronic Corporation. The study shows that the average number of suggestions per month is 5.8 at Canon and 5.0 at Pioneer. Suppose these figures were obtained from random samples of 36 and 45 employees, respectively. If the population standard deviations of suggestions per employee are 1.7 and 1.4 for Canon and Pioneer, respectively, is there a significant difference in the population means? Use  $\alpha = .05$ . 10
- b. A survey was undertaken by Bruskin/Goldring Research for Quicken to determine how people plan to meet their financial goals in the next year. Respondents were allowed to select more than one way to meet their goals. Thirty-one percent said that they were using a financial planner to help them meet their goals. Twenty-four percent were using family/friends to help them meet their financial goals followed by broker/accountant (19%), computer software (17%), and books (14%). Suppose another researcher takes a similar survey of 600 people to test these results. If 200 people respond that they are going to use a financial planner to help them meet their goals, is this proportion enough evidence to reject the 31% figure generated in the Bruskin/Goldring survey using  $\alpha = .01$ . 10
7. Determine the equation of the regression line. Test hypothesis for the slope calculated in the regression equation at 5% level of significance i.e  $\beta =$  slope value of regression line. 20  
 x 12, 21, 28, 8, 20  
 y 17, 15, 22, 19, 24



# UNIVERSITY OF THE PUNJAB

**B.B.A. (Hons.) Fourth Year: 2<sup>nd</sup> A – 2018 & A – 2019**

Roll No. ....

Paper: 9 E-Commerce [Marketing/Finance Specialization]

Time: 1 Hrs. & 30 Min. Marks: 30

**ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED**

**Special Examination, Jeddah, K.S.A.**

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

Q.NO. 2:

- a) Define and explain B2Aand C2C with example.
- b) Define explain the parts of cryptography.

Q.No.3:

- a) What is one to one relationship market explain in detail.
- b) What are the methods of Advertisements explain how it influences the business.

Q. No.4:

- a) How competitive intelligence on the internet works explain in detail
- b) Define and explain e-store and E-shopping mail.

Q.No.5:

- a) Write a note on Data confidentiality and software security
- b) What are the kinds of consumers explain it in detail.



# UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Fourth Year: 2<sup>nd</sup> A – 2018 & A – 2019

Roll No. in Fig. ....

Roll No. in Words. ....

Paper: 9 E-Commerce [Marketing/Finance Specialization] Time: 1 Hr.30 Min. Marks: 50

Signature of Supdt.: .....

**ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY**

Division of marks is given in front of each question.

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

**Special Examination, Jeddah, K.S.A.**

**NOTE:** Attempt all questions:

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

(20 x 2 = 40)

1. It is difficult to sustain regarding competitive advantage.
2. E-commerce is a broader definition of E-business.
3. The development of intra-business e-commerce has been more evolutionary than revolutionary.
4. Islands of automation do not allow for productivity of individual functional groups.
5. A dynamic application is one that the company depends upon for its well-being.
6. Public bandwidth forms of connectivity are the least scalable.
7. In a client/server application, the business dialog provides the user interface.
8. We can directly connect information systems with increased firm performance.
9. Purchasing new computers or technologies generally leads to a competitive advantage for a company.
10. Perhaps a potential customer's most common path to a previously unknown website is through a search engine.
11. IBM defines electronic business as "the transformation of key business processes Through the use of internet technologies."
12. Business-to-consumer electronic commerce occurs when a person sells an item through a web auction site to another person.
13. In some cases, business processes use traditional commerce activities very Effectively, and technology cannot improve upon them.
14. A product that has a strong brand identity is easier to sell over the web than an Unbranded item.
15. Electronic commerce provides buyers with an easy way to customize the level of detail in the information they obtain about a prospective purchase.
16. Electronic payments can be easier to audit and monitor than payments made by cheque.
17. Economists use a formal definition of a market that includes two conditions: first, that the potential sellers of a good come into contact with potential buyers; and second, that a medium of exchange is available.
18. Businesspeople would form organizations to replace market-negotiated transactions.
19. Sellers and buyers in commodity markets experience significant transaction costs.
20. A small-denomination item is a product or service that is hard to distinguish from the same product or services provided by other sellers

**Q.1.(b) For what the following abbreviation stands for?**

**(10x1=10)**

1. A2C \_\_\_\_\_

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2. OECD \_\_\_\_\_

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3. HTML \_\_\_\_\_

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4. SMTP \_\_\_\_\_

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5. ATM \_\_\_\_\_

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6. HTTP \_\_\_\_\_

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7. DCL \_\_\_\_\_

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8. OOPL \_\_\_\_\_

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9. GIS \_\_\_\_\_

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10. DNS \_\_\_\_\_

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# UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Fourth Year: 2<sup>nd</sup> A – 2018 & A – 2019

Roll No. ....

Paper: 10 Financial Institutions and Services (Marketing/Finance Specialization)

Time: 3 Hrs. Marks: 100

## Special Examination, Jeddah, K.S.A.

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

Q: 1	Discuss the role played by financial sectors for development of economy.	15
Q: 2	Insurance Sector in Pakistan has not yet developed, give reasons. Also suggest steps for development.	15
Q: 3	Differentiate between Financial Asset and Intangible Asset also discuss different risks associated with these Assets.	15
Q: 4	Banks finance against securities. Discuss different securities obtained by Financial Institutions.	15
Q: 5	Discuss the role played by Financial Institutions in promotion of Trade? Also discuss different types of Letter of Credit.	15
Q: 6	Write a detailed note on Primary Market and Secondary Market.	15
Q: 7	Write Short Notes on: a) Current Account b) Term Deposits c) Cover Note d) ZTBL e) ATM f) Car Financing g) Online Banking h) Financial Intermediaries	(8X5) 40