UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Fourth Year : 2nd Annual-2019 & Annual-2020

PAPER: MKT-1 Sales Management (Marketing Specialization)

Roll No. ....

Time: 3 Hrs. Marks: 100

SPECIAL EXAMINATION, AJMAN, U.A.E.

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

Q1.	Discuss the place of selling in the marketing mix.	20
Q2.	Distinguish between the job description and the personnel specifications additionally write a suitable job description and personnel specification for a salesperson.	20
Q3.	What is meant by contingency planning and when is it required in the marketing planning process?	20
Q4.	Describe the advantages and disadvantages of different salesforce organisation structures.	20
Q5.	Discuss the importance of the sales budget in the corporate budgetary process.	20
Q6.	Produce a balanced argument that looks at the differences between qualitative and quantitative measures of sales performance.	20
Q7.	Discuss the component parts of the communications mix.	20
Q8.	What characteristics are required to be a successful sales leader?	20

UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Fourth Year : 2nd Annual-2019 & Annual-2020

PAPER: MKT-2   Marketing Research (Marketing Specialization)

Roll No. ....

Time: 3 Hrs.   Marks: 100

SPECIAL EXAMINATION, AJMAN, U.A.E.

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

Q:1	Briefly discuss the following: I. Exploratory research II. Buyer behavior III. Advantages of computer assisted interviews IV. Dependability of data V. Forecasting	4x5=20
Q:2	Define marketing research and explain marketing research process in detail.	20
Q:3	What is meant by secondary data? Why this type of data needs to be used in marketing research? Also discuss the classifications, specifications and criteria for evaluating secondary data.	20
Q:4	Define the types of errors in research. Also explain the random sampling error with examples. What are the effects of random sampling error on your research and how it can be controlled?	20
Q:5	In detail, discuss the survey methods classified by mode of administration. Give appropriate examples to support your answer.	20
Q:6	What is meant by cross sectional and longitudinal research designs? Discuss the relative advantages and disadvantages of both designs.	20
Q:7	Explain the classifications, scope, importance and nature of marketing research. Give appropriate examples in support of your answer.	20

UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Fourth Year : 2nd Annual-2019 & Annual-2020

Roll No. ....

Subject: Small Business Management (Marketing / Finance Specialization)

Paper: 3

Time: 3 Hrs. Marks: 100

SPECIAL EXAMINATION, AJMAN, U.A.E.

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

Q:1	Briefly discuss the following:
	  I. Advantages of a good business location
	  II. Role of operational planning
	  III. Difference between small business and entrepreneurial venture
	  IV. Profit planning
	  V. Selling a business to outsiders
		4x5=20

Q:2	Explain the importance of planning. Also discuss the role of strategic planning and SWOT analysis.	20
Q:3	How to start a small scale business? Also discuss the role and importance of a business plan for the successful execution of a startup.	20
Q:4	Shed light on the importance of small businesses. Also discuss the factors contributing to the success of small businesses.	20
Q:5	How small business can establish an effective purchasing procedure? What things should be taken into consideration at the time of supplier selection?	20
Q:6	Write down the advantages and disadvantages of a family owned business. Also discuss the exit strategies from a family owned business.	20
Q:7	Define budget and elaborate its types. Also discuss the procedure for planning cash needs.	20

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B.B.A. (Hons.) Fourth Year : 2nd Annual-2019 & Annual-2020

Roll No. ....

Subject: Pakistan Economy (Marketing/Finance Specialization)   Paper: 4   Time: 3 Hrs.   Marks: 100

SPECIAL EXAMINATION, AJMAN, U.A.E.

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

Q.1 What is agricultural price policy? How much agricultural price policy is important **20** for economy of Pakistan?

Q.2 Discuss the role of large-scale industry in Pakistan? Give suggestions to improve **20** the condition of Large-scale industry in Pakistan?

Q.3 What is fiscal Policy? Write about the fiscal Policy objectives in Pakistan?   **20**

Q.4 Discuss the major social problem Pakistan face today? Give measures for **20** improvement of society?

Q.5 Explain Balance of Payment? Point out the general measures to correct balance of **20** payment disequilibrium in Pakistan?

Q.6 Discuss agricultural marketing policy? What are the objectives of agricultural **20** marketing in Pakistan?

Write a Short Note on any **TWO** of the followings?   **20**

Q.7 *a*. Role of Technology in Economic Development

b. Inflation

c. Water Logging & Salinity

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Roll No. ....

B.B.A. (Hons.) Fourth Year : 2nd Annual-2019 & Annual-2020

Subject: Mathematics (Advanced) [Marketing / Finance Specialization]
Paper: 5

Time: 3 Hrs. Marks: 100

SPECIAL EXAMINATION, AJMAN, U.A.E.

Section-1

Attempt all parts of Question-1

Q1: Define the following terms. All parts carry equal marks. (20)

   i.   Find x and y-intercepts of straight line: $2x + 4y - 8 = 0$.

   ii.   What are the slopes of x-axis and y-axis?

   iii.   What shall be the shape of straight line having positive slope?

   iv.   Define Linear equation.

   v.   Define Definite Integral.

   vi.   State Constant Function Rule of Integration.

   vii.   State Left-hand limit.

   viii.   General solution of Differential Equations

   ix.   When two lines are perpendicular?

   x.   Write two-point form of the equation of straight line. .

Section-2

Attempt any Four Questions from this section

Q2: An economist believes there is linear relationship between the market price (p) of a particular commodity and the supply (q) number of units suppliers of the commodity are willing to bring to the marketplace. Two sample observations indicate the following: $(10 + 06 + 04 = 20)$

Price	Supply
$15 per unit	30,000 units
$25 per unit	48,000 units

   i.   Determine an equation describing supply in terms of price.

   ii.   Interpret the slope and y-intercept of the equation in this application.

   iii.   Predict the market supply if the market price equals $20 per unit.

Q3 (a): A manufacturer distributes its product to four different distributors. The monthly capacity is 50,000 units of the product. Decision need to be made how many units should ship to each distributor. Determine the equation whose solution set specifies the different quantities which might be shipped if 80% of the capacity is to be distributed among four distributors in the ratio 1, 2, 2, and 3. (10)

  (b): Find an equation of straight line passes through (-2, 8) and is perpendicular to $4x - 2y = -12$. (10)

Q4 (a): Let's determine whether $\lim_{x \to 2} f(x)$ exists if: (10)

$$f(x) = \frac{x^2 - 4}{x - 2}$$

  (b): State definition of Continuity at a point and test whether the function stated in part-a of this question is Continuous at x = 2? (10)

Q5: Integrate: $(10 + 10 = 20)$

   (i) $\int -3x\sqrt{x^2 + 8}\ dx$ (ii) $\int (x^4 - 2x^2)^4\ (4x^2 - 4)dx$

Q6: Evaluate the following definite integral using the: (20)

   i.   Rectangle rule (subdivide into four intervals).

   ii.   Explicit rules of integration.

   iii.   Calculate the error of the approximation.

   $\int_0^4 4x^2 dx$

Q7: For each of the following differential equations, find the general and particular solutions: (10+10=20)

   i. $\frac{dy}{dx} = 5x^3 + 2x + 1;\ f(1) = 0$

   ii. $\left(\frac{d^2y}{dx^2}\right) = 36x;\ f(0) = 4$ and $f(0) = -3$

UNIVERSITY OF THE PUNJAB
B.B.A. (Hons.) Fourth Year : 2nd Annual-2019 & Annual-2020

Paper: MKT-6   Advertising (Marketing Specialization)

Roll No. ....

Time: 3 Hrs.   Marks: 100

SPECIAL EXAMINATION, AJMAN, U.A.E.

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

1. Define Advertising? What are the functions of advertising? How you link it with marketing mix

2. Define Branding? Branding Development Index is an effective tool. Discuss?

3. Discuss four popular Layouts for Print Advertisement?

4. What are the basic components of a marketing plan and how do these elements influence the advertising effort?

5. How does television sponsorship differ from participation and spot announcements?

6. What characteristics are used to segment markets and target consumers?

7. What are the basic types of strategic research, and how are they used?

8. What is account planning, and how is it used in advertising?

UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Fourth Year : 2ⁿᵈ Annual-2019 & Annual-2020

PAPER: MKT-7   *Consumer Behaviour (Marketing Specialization)*

SPECIAL EXAMINATION, AJMAN, U.A.E.

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. Brand management
2. Licensing
3. Opinion leader
4. Perception
5. Product concept
6. Content analysis
7. Early adopters
8. Green Marketing
9. Likert scale
10. Owned social media
11. PRIZM
12. Quota sample
13. SERVQUAL scale
14. Viral advertising
15. Interview
16. Stimulus
17. Sensory Store
18. Customer value
19. Weber's Law
20. Reinforcement
21. Technical learning
22. Survey
23. Reliability
24. Targeting
25. Personality

SECTION 2   (15×4=60)

Q No. 2. Discuss the role of the social and behavioral sciences in developing the consumer decision-making model?

Q No. 3. Describe the purpose of dynamics of motivation. How motives, need, and goals shape consumers behavior?

Q No. 4. Discuss the differences between the absolute threshold and differential threshold. Which one is more important to marketers? Explain you answer?

Q No. 5. Explain consumer research with the help of model? What are the objectives of consumer research?

Q No. 6. Explain instrumental condition with examples? What are its major objectives? Discuss some methods of reinforcement?

Q No. 7. Explain consumer imagery? Discuss major elements of consumer imagery?

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B.B.A. (Hons.) Fourth Year : 2nd Annual-2019 & Annual-2020

Subject: Statistics (Advanced) [Marketing / Finance Specialization]   Paper: 8   Time: 3 Hrs. Marks: 100

SPECIAL EXAMINATION, AJMAN, U.A.E.

Section-I

Attempt all parts of Q No.1

Q1: Define the following terms.   (02×10 = 20)

    i.   Un-weighted Index Number
    ii. Components of Time Series
    iii. Non-Probability Sampling
    iv. Sampling Distribution of Difference between sample means
    v.   Interval Estimation
    vi. Chi-square Statistic
    vii. Composite Hypothesis
    viii. Sketch two-way ANOVA Table
    ix. Type-II Error
    x.   Statistical Inference

Section-II

Attempt any Four Questions from this Section

Q2:   Calculate weighted aggregative and average of relative index numbers of Prices for 2015 and 2019 using 2010 as base from the following data: (20)

Item	Prices ($/Kg) 2010	2015	2019	Weight
A	50	70	80	2
B	125	150	175	3
C	85	75	70	4
D	20	20	20	1

Q3:   Compute the following: (20)

  a) Semi-averages trend
  b) Three-Moving-averages trend
  c) Make De-trended Time Series using semi-averages trend
  d) Make another De-trended Time Series using moving-averages trend

Year	2010	11	12	13	14	15	16	17	18	2019
Production	125	130	140	135	145	155	160	150	160	165

P.T.O

4: Draw all possible samples of size two with replacement from following populations:

Population-1: 4, 2, 6	Population-2: 3, 1, 5

Compute the following:

a) Mean of every sample
b) A table of the possible differences of two samples means
c) Make Sampling distribution of differences of samples means
d) Establish possible relationship between mean difference of two populations and the sampling distribution prepared in part-c.   (20)

Q5: A distribution company has two branches A and B. The branches have extracted following sample data regarding daily sale (in thousand rupees) to individual customers in last week:

A: 150, 145, 155, 160, 165, 155,
B: 145, 150, 160, 170, 156, 137

Assume the daily sale is normally distributed as a whole. Compute the following:
a) Point estimates of daily mean sales for the branches A and B separately and mean daily sales difference between the two branches
b) 95% confidence interval estimates form these estimates developed in part-a.   (20)

Q6 (a): Test the hypothesis that mean sale of A is not significantly different than that of mean sale of B, using sample data reported in Q5 stated above.   (10)

(b): A cubical dice is tossed 300 times and Ace were appeared 55 times. Test the hypothesis at $\alpha = 10\%$ that the dice used in this experiment is fair.   (10)

Q7: A marketing firm is studying the effect of its advertising campaign about its daily use product. People chosen at random were called and asked how many times he/she had bought the product in question in the past week and how many times the advertisement he/she see in print or electronic media.   (20)

Number of Ads X	Number of Purchases Y
5	15
7	18
4	10
2	4
0	2
3	6
1	3
2	6

Determine the equation of regression line $y = \alpha + \beta x$. Test hypothesis for the slope calculated in regression equation i.e. $\beta = 0$. Use 5 % of level of significance.

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B.B.A. (Hons.) Fourth Year : 2nd Annual-2019 & Annual-2020

Subject: E-Commerce [Marketing / Finance Specialization]

Paper: 9

Time: 1 Hr.30 Min. Marks: 50

Roll No. in Fig. ....

Roll No. in Words. ....

....

....

Signature of Supdt.:

ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY

SPECIAL EXAMINATION, AJMAN, U.A.E.

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): Please encircle the most appropriate answer from given options.   (20x 2 = 40)

1-Which of the following is not related to security mechanism.
- a) Encryption
- b) Decryption
- c) E-cash
- d) All of the above

2- Public key encryption uses multiple keys. One key is used to encrypt data. while another is used to decrypt data. The key used to encrypt data is called the _____ key, while the key used to decrypt data is called the _____ key.
- a) encryption, decryption
- b) private, public
- c) encryption, public
- d) public, private

3- Who breaks into other people's computer systems and steals and destroys information?
- a) Hackers
- b) Softwares
- c) Hacktivists
- d) Script kiddies

4- In IPv4, each octet consists of a decimal number ranging from _____
- a) 0 - 7
- b) 0 - 127
- c) 0 - 255
- d) None of the above

5-Which segment do eBay, Amazon.com belong?
- a) B2Bs
- b) B2Cs
- c) C2Bs
- d) C2Cs

6-What is an intranet that is restricted to an organization and certain outsiders, such as customers and suppliers?
- a) Client/server network
- b) Intranet
- c) Extranet
- d) Thin client

7-The _____ Numbering system uses 16 digits.
- a) Hexadecimal
- b) binary
- c) octal
- d) decimal

8-IPv6 addresses are 128 bits in length
- a) 64 bits
- b) 128 bits
- c) 32 bits
- d) 16 bits

9-Which type of e☐commerce focuses on consumers dealing with each other?
- a) B2B
- b) B2C
- c) C2B
- d) C2C

10-Which segment is eBay an example?
- a) B2B
- b) C2B
- c) C2C
- d) None of the above

11-What type of ad appear on a web page?
- a) Pop-under ad
- b) Pop-up ad
- c) Banner ad
- d) Discount ad

12-Secure Sockets Layer, is a(n)_____

a) Payment system

b) Type of Intranet

c) Encryption based Internet security protocol

d) None of the above

13- If it is easy for competitors to enter the market, the threat of new entrants is considered:

a) High

b) Low

c) More

d) Less

14- Which of the following is a useful security mechanism when considering business strategy and IT

a) Encryption

b) Decryption

c) Firewall

d) All of the above

15-How the transactions occur in e-commerce?

a) Using Laptops

b) Using computers

c) Using Mobile phones

d) All of the above

16-Which form of e-marketplace brings together buyers and sellers from the same industry?

a) Horizontal

b) Vertical

c) Integrated

d) Inclined

17- What is the name for direct computer-to-computer transfer of transaction information contained in standard business documents?

a) internet commerce

b) e-commerce

c) transaction information transfer

d) electronic data interchange

18- Secure Sockets Layers does which of the following?

a) creates a secure, private connection to a web server

b) encrypts information

c) sends information over the internet

d) all of the above

19-Which will not harm computer resources

a) Firewall

b) Virus

c) Trojan Horse

d) None of the above

20- Which factor represents how well your system can adapt to increased demands?

a) Availability

b) Accessibility

c) Reliability

d) Scalability

Q. 1(b): What does the following stands for: (1 x 10 = 10)

1 IPV6 _____

2 URL _____

3 EC _____

4 IMAP _____

5 SSL _____

6 EFT _____

7 IANA _____

8 POP _____

9 ASCII _____

10 EIS _____

UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Fourth Year : 2nd Annual-2019 & Annual-2020

Roll No. ....

Subject: E-Commerce [Marketing / Finance Specialization]   Paper: 9   Time: 1 Hrs. & 30 Min. Marks: 30

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Attempt any THREE questions. Each question carries equal marks.   (3x10=30)

Q. No. 2:
   a) What are electronic payment systems? Explain at least two payment systems in details.
   b) Why Electronic Commerce is so important for business?

Q. No. 3:
   a) What are Internet Client/Server Applications? Explain with examples.
   b) How to capture the market through advertisement in E-Commerce? Explain in details.

Q. No. 4:
   a) What are SWOT analysis? Explain its elements in details.
   b) Define and explain direct and indirect marketing. Explain in details.

Q. No. 5:
   a) Describe and explain the driving forces of E-Commerce?
   b) Describe the procedures included in the internet shopping.

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B.B.A. (Hons.) Fourth Year : 2nd Annual-2019 & Annual-2020

Roll No. ....

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

Time: 3 Hrs.   Marks: 100

SPECIAL EXAMINATION, AJMAN, U.A.E.

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

Q: 1	"Financial Institutions play a major role in Capital Formation ". Elaborate with reference to different financial Institutions.	15
Q: 2	Discuss in detail role of Financial Institutions in promotion of Mutual Funds in Pakistan?	15
Q: 3	"Pakistan has low rate of Insurance Coverage". Discuss reasons and suggest measure to increase.	15
Q: 4	Write a detailed note on different products of Consumer Banking?	15
Q: 5	Define Letter of Credit and explain in detail its different types?	15
Q: 6	Define Capital Markets and explain in detail Primary and Secondary Markets?	15
Q: 7	Write Short Notes on: a) Blue Chips b) Bonus Shares c) Hypothecation d) Mortgage e) Speculation f) Investment Banks g) ZTBL h) Stock Exchange Index	(8X5) 40