UNIVERSITY OF THE PUNJAB

Final Year: 2nd Annual - 2017
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	a. Explain advantages of activity based costing over traditional absorption costing	10
	b. Explain the nature and scope of cost accounting	10

Question 2	New jersey Valve Company manufactured 7,800 units during January of a control valve used by milk processors in its Camden plant. Records indicated the following:
	 Direct labor .... 40,100 hr.at $14.60 per hr.
	 Direct material purchased .... 25,000 lb.at $ 2.60 per lb.
	 Direct material used .... 23,100 lb.
	 The control valve has the following standard prime costs:
	 Direct material 3lb. at $2.50 per lb $7.500
	 Direct labor 5hr. at $15.00 per hr........................ $75.00
	 Standard prime cost per unit $82.50
	 Calculate:
	    1) Direct-material price variance.
	    2) Direct-material quantity variance.
	    3) Direct-labor rate variance.
	    4) Direct-labor efficiency variance.
		20

Question 3	A company's two service departments serve not only the two producing departments but also one another. The relationships between the four departments can be expressed as follows:	

Percentages Of services
Consumed by departments

Service Departments	Producing		Service		Service Cost To Be Distributed
	A	B	y	Z	
Y	50%	40%	---	10%	$10,000
Z	40%	40%	20%	---	$ 8,800

	Required: 1) The amount of service costs applicable to each department.	10
	2) The total factory overhead in each producing department if primary overhead amounts to $22,000 in Department A and $29,000 in Department B.	10

Question 4	Skinny Dippers, Inc. produces nonfat frozen yogurt. The product is sold in five-gallon containers, which have the following price and standard variable cost:
	    Sales price.. $15
	    Direct material.. $5
	    Direct labor.. $2
	    Variable overhead... $3
	 Budgeted fixed over-head in 2017, the company's first year of operations, was $300,000. Actual production was 150,000 five-gallon containers, of which 125,000 were sold. There were no variances recorded in 2017. Skinny Dippers, Inc. incurred the following selling and administrative expenses.
	    Fixed...$50,000 for the year
	    Variable..$1 per container sold
	 Required:
	    1) Prepare income statements for 2017 using (a) Absorption costing and (b) marginal costing.
		20

P.T.O.

Question 5	Marquette, Inc. with $20,000,000 of par stock out-standing plans to budget earning 6%, before income tax on this stock.	
	The marketing Department budgets sales at $12,000,000.	
	The budget director approves the sales budget and expenses as follows:	
	Marketing...15% of sales	
	Administrative...................................... 5% of sales	
	Financial...1% of sales	
	Labor is expected to be 50% of the total manufacturing cost: material issued for the budgeted production will cost $2,500,000; therefore, any savings in manufacturing cost will have to be in factory over-head.	
	Inventories are to be as follows:	

	Beginning of year	End of year
Finished goods..........................	$800,000	$1,000,000
Work in process..........................	$100,000	$300,000
Materials..................................	$500,000	$400,000

Question 5 (cont.)	Required: The projected cost of goods sold statement, showing the budgeted purchases of materials and adjustments for inventories of materials, work in process, finished goods.	20
Question 6	a) Last month the Henke company had sales of $220,000, a C/M ratio of 40%, and an M/S ratio of 30%. During the current month, a decrease in the sales price and a decrease in fixed costs have resulted in a C/M ratio of 36% and M/S ratio of 24%.	
	Required:	
	1) The amount sales decreased.	
	2) New break-even point.	
	3) Profit during the current month.	
	4) Decrease in the fixed costs.	16
	b) The Salishan Lodge had sales of $4,500,000. The fixed expenses was $1,200,000 and the variable expenses totaled $1,800,000.	
	Required:	
	1) Contribution margin	
	2) Contribution margin ratio	04
Question 7	a) Buck company manufactures part 1700 for use in assembly operation. Costs per unit for 5,000 units of part 1700 are:	
	Direct materials.......................................$ 2	
	Direct labor...$12	
	Variable factory over-head...........................$5	
	Fixed factory over-head..............................$7	
	Total unit cost..$26	
	Hollow company has offered to sell buck 5,000 units of part 1700 for $27 each. If Buck accepts, some of the facilities presently used to manufacture part 1700 could be used to help with the manufacture of part 1211, thus savings $40,000 in relevant cost in its manufacture and eliminating $3 per unit of fixed factory over-head applied to part 1700.	
	Required:	
	Advise the buck company whether it should make the product in house or buy from outside at price $27.	10
	b) Armstrong Corporation manufactures bicycle parts. The company currently has a $21,000 inventory of parts that have become obsolete due to changes in design specifications. The parts could be sold for $9,000, or modified for $12,000 and sold for $22,300.	
	Required:	
	1. Which of the data above are relevant to the decision about that obsolete parts?	10
	2. Prepare an analysis of the decision.	

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Q. No	QUESTIONS	Marks
	Note: Attempt any FIVE questions. .Question # 8 is _COMPULSORY_	
Q. 1	Define marketing? What are the elements of marketing concept?	17.5
Q. 2	What are the steps of designing an effective application for job and preparing for interview?	17.5
Q. 3	What is difference between public authority selling concept and commercial selling concept?	17.5
Q.4	Define sales budgeting? What different budgeting techniques are used for budgeting?	17.5
Q.5	Define organizational structure? What rare different types of organizational structures?	17.5
Q.6	Discuss the evaluation process of sales force?	17.5
Q.7	What is the importance of place of selling while preparing a marketing plan?	17.5
Q8	Define any 10 Of the following. (3 marks each) 1. Difference between inter and external hiring. 2. Elements of psychological consumer behavior. 3. Difference between public relation and advertising. 4. De-marketing. 5. Target market. 6. Difference between job specification and job description. 7. Structured interview. 8. Sales promotion. 9. Personal Selling. 10. Appraisal techniques. 11. International selling. 12. Difference between core and secondary culture. 13. Operational budget. 14. Capital budgeting. 15. Difference between exhibitions and seminars.	30

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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. Research Problem
II. Dependability of Data
III. E-mail Surveys
IV. Random Sampling Error
V. Application of Focus Group Interview
VI. Research Hypothesis
VII. Content Analysis
VIII. Computer Assisted Telephone Interviews

Q. 2: What is meant by buyer behavior? What is its importance for marketing research? Support the answer with appropriate examples. (Marks: 15)

Q. 3: What is meant by marketing research? Briefly discuss the nature, process and classifications of marketing research. (Marks: 15)

Q.4: Define the research designs. Explain in detail the research design classifications. Support your answer with the help of examples. (Marks: 15)

Q. 5: Define the cross-sectional and longitudinal research designs. Compare and contrast these research designs? (Marks: 15)

Q. 6: What are the primary and secondary sources of data? Discuss the rationale, advantages and disadvantages of using primary and secondary sources of data. (Marks: 15)

Q. 7: Define and discuss the qualitative and quantitative research design? What are the chief differences between these two research designs? Justify your answer with the help of examples. (Marks: 15)

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Subject: Small Business Management (Marketing / Finance Specialization)

TIME ALLOWED: 3 hrs.

PAPER: 3

MAX. MARKS: 100

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

Q: 1	How small businesses contribute to an economy by its operations?	17.5
Q: 2	Elaborate the advantages of equity financing over debt equity?	17.5
Q: 3	While establishing new plant for a small business what factors are to be considered?	17.5
Q: 4	Elaborate the effective marketing strategies for small business?	17.5
Q: 5	Briefly explain the process of supplier selection in small business?	17.5
Q: 6	Define business plan elaborate the steps of developing a business plan?	17.5
Q: 7	How human resource is obtained and managed in small business?	17.5
Q: 8	Define any 10 of the followings: 1) Sole proprietorship 2) Convenience goods 3) Contribution margin 4) Purchasing process 5) Family business advantages 6) Features of service 7) Economic order quantity 8) Four P's of marketing 9) Business buying behavior 10) Promotion tools 11) Budget 12) Recruitment 13) Kaizen costing 14) Straight rebuy 15) Ethical issues	30

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

1. Explain the agriculture Price policy? What are its major objectives? Discuss the impact of agriculture pricing policy in Pakistan?

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. What is Agricultural marketing? What are the problems of agriculture marketing in Pakistan? Discuss some important measures for its betterment particularly measures taken by government of Pakistan?

5. Discuss the land reforms in Pakistan? Evaluate the impact of land reforms in Pakistan? How far government of Pakistan was successful?

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. Poverty in Pakistan
   c. Trade Policy

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Final Year: 2nd Annual - 2017
Examination: B.B.A. (Hons.)

Subject: Mathematics (Advanced) [Marketing / Finance Specialization]   **TIME ALLOWED: 3 hrs.**
PAPER: 5   **MAX. MARKS: 100**

Section 1
Attempt all Questions

1.	Define the following terms. All questions carry equal marks.	20
i.	x-intercept	2
ii.	Cartesian plane	2
iii.	Undefined Slope	2
iv.	Positive slope	2
v.	Definite integral	2
vi.	Left hand limit	2
vii.	Antiderivative	2
viii.	Exponent rule of integration	2
ix.	Particular solutions of ordinary equation	2
x.	Ordinary differential equation	2

Section 2
Attempt any Four Questions.

2a. 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

b. The Elite Limo company charges by the hour for use of its cars. The charge for the first hour or part is $80. The charge for each additional hour or part $55, (a) Determine C (h) an equation represent the cost C of the ride in terms of the hours h. What is the charge for (b) 4 hours, (c) 7 hours.   10

3a. Ms. Winslow buys a new car for her business for $13,000. She expects to use the car for five years and then sell it to a used car dealer for $2,000. Find the function $A(t)$ that describes
the value of the car after t years if she uses straight line depreciation   10

b. Determine an equation for the line (a) parallel (b) perpendicular to $3x - 7y = 11$
and passing through the point (1, -32)   10

P.T.O.

4a. Let

$$f(x) = \frac{|x|}{x}$$

Determine the following limits

$$\lim_{x \to -4} f(x),$$

$$\lim_{x \to 4} f(x).$$

10

b. Find

$$\lim_{n \to \infty} \frac{(2x - 1)^3}{(3x - 1)^2 (x \div 5)}$$

10

5. Integrate following functions

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

$$\int \frac{4x^3 - 7x + 2}{x^5} dx$$

20

6. Solve following Definite Integrals

$$\int_1^4 \frac{e^{\sqrt{x}}}{\sqrt{x}} dx$$

$$\int_3^2 3x \, dx$$

20

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

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Subject: Advertising (Marketing Specialization)   **TIME ALLOWED: 3 hrs.**
PAPER: 6   **MAX. MARKS: 100**

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

Q1.   Define and explain Advertising; describe in detail   (20)
        the roles and functions of advertising

Q2.   How many steps are involved in Developing an   (20)
        Advertising Campaign? Discuss with examples.

Q3.   Discuss in detail the organizational structure and   (20)
        kind of Advertising Agencies.

Q4.   Explain the procedure for advertising layout.   (20)

Q5.   What main areas are considered for developing a   (20)
        media campaign?

Q6.   Define sales promotion and explain different sales   (20)
        promotion activities for business promotion.

Q7.   Why is it important to conduct Advertising   (20)
        Research? What are types of Advertising
        Research?

Q8.   Describe the role of advertising in the economy.   (20)

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Subject: Taxation Management (Advanced) [Finance Specialization]   **TIME ALLOWED: 3 hrs.**
PAPER: 7   **MAX. MARKS: 100**

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

Section 1

Q # 1: Define any five of the following: **(4X5=20)**

(1) Person
(2) Principal Officer
(3) Capital Asset
(4) Appellate Tribunal
(5) Provisional Assessment
(6) Define KIBOR.
(7) Transitional Tax Year.
(8) Whistle Blower.

Section 2

Q # 2: The following information for Mr. Farhan is available in respect of tax year ended 30th june 2017:

1.	Basic Salary	Rs. 750,000
2.	Bonus	80,000
3.	House rent allowance at 50% of basic salary	--
4.	Conveyance allowance	90,000
5.	Entertainment allowance	10,000
6.	Leave enhancement during the services	38,400
7.	Interest free loan obtained from the employer	12,00,000
8.	Income from other sources	20,000
9.	Property income (Net)	1,00,000
10.	Profit from speculation business	30,000
11.	Loss from another speculation business	10,000
12.	Gain on sale of public company shares (Holding period more than one year)	35,000
13.	Loss on sale of Painting	20,000
14.	Income from talk delivered on TV (gross)	10,000
15.	Annuity received from State Life Insurance Corporation of Pakistan	80,000
16.	Contribution to approved pension fund	1,40,000
17.	Defense saving certificate purchased	20,000
18.	Personal legal expenditure	20,000
19.	Life insurance premium paid by Employee on the policy of his wife	35.000
20.	Gift received from mother	90,000

P.T.O.

Required: Computer taxable income and tax payable

	Tax rate for salaried person year 2016-17:	
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 Rs1,500,000	Rs. 79,000 + 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. 18,00,000 to Rs. 2500,000	Rs. 137,000 +14.5% on the amount exceeding Rs. 1,800,000
8.	Rs. 25,00,000 to Rs.30,00,000	Rs. 2,59,500 +20% of exceeding Rs. 2500,000
9.	Rs. 30,00,000 to Rs. 35,00,000	Rs. 3,59,500 + 22.5% on the amount exceeding Rs.30,00,000
10.	Rs. 35,00,000 to Rs. 40,00,000	Rs. 4,72,000+ 25% on the amount exceeding Rs. 35,00,000

Q # 3: Why is the distinction between capital and revenue important from tax point of view? How would you differentiate between capital and revenue expenditure?

Q # 4 "Federal Board of Revenue is the highest executive authority in the administration of Income Tax Law". Discuss in detail.

Q # 5: What are the different types of return filed under Sales Tax Act 1990?

Q # 6: What penalties can be imposed in the following cases?

    (a)   Concealment of income

    (b)   Failure to maintain prescribed accounts.

    ©   Failure to furnish return of income

    (d)   Failure to deposit the additional tax.

Q # 7: Discusses the composition of "Appellate Tribunal". What are the functions performed by it?

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Final Year: 2nd Annual - 2017
Examination: B.B.A. (Hons.)

Roll No. ....

Subject: Financial Management (Advanced) [Finance Specialization)   **TIME ALLOWED: 3 hrs.**
PAPER: 6   **MAX. MARKS: 100**

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

Q # 1   (20)
Lost Dutchman Mines, Inc., is considering investing in Peru. It makes a bid to the government to participate in the development of a mine, the profits of which will be realized at the end of five years. The mine is expected to produce $5 million in cash to Lost Dutchman Mines at that time. Other than the bid at the outset, no other cash flows will occur, as the government will reimburse the company for all costs. If Lost Dutchman requires a nominal annual return of 20 percent (ignoring any tax consequences), what is the maximum bid it should make for the participation right if interest is compounded (a) annually? (b) semiannually? (c) quarterly? (d) continuously?

Q # 2   (20)
David Talbot had sales of $50,000 in March and $60,000 in April. Forecast sales for May, June, and July are $70,000, $80,000, and $100,000, respectively. The firm has a cash balance of $5,000 on May 1 and wishes to maintain a minimum cash balance of $5,000. Given the following data, prepare and interpret a cash budget for the months of May, June, and July.
   a. The firm makes 20% of sales for cash, 60% are collected in the next month, and the remaining 20% are collected in the second month following sale.
   b. The firm receives other income of $2,000 per month.
   c. The firm's actual or expected purchases, all made for cash, are $50,000, $70,000, and $80,000 for the months of May through July, respectively.
   d. Rent is $3,000 per month.

Q # 3   (20)
Mr. Dahtu is considering building a portfolio containing two assets, Real Estate and Option Contract. Real Estate will represent 40% of the dollar value of the portfolio, and asset Option Contract will account for the other 60%. The expected returns over the next 6 years, 2004-2009, for each of these assets, are shown in the following table.

	Expected Return	
Year (t)	Real Estate	Option Contract
2007	14%	20%
2008	14	18
2009	16	16
2010	17	14
2011	17	12
2012	19	10

a.   Calculate the expected portfolio return, kp, for *each* of the 6 years.
b.   Calculate the expected value of portfolio returns, kp *(bar)*, over the 6-year period.
c.   Calculate the standard deviation of expected portfolio returns, σkp, over the 6-year period.
d.   How would you characterize the correlation of returns of the two assets Real Estate and Option Contract?
e.   Discuss any benefits of diversification achieved through creation of the portfolio.   **P.T.O.**

Q # 4   (20)

A firm can purchase a fixed asset for a $13,000 initial investment. The asset generates an annual after-tax cash inflow of $4,000 for 4 years.

    a. Determine the net present value (NPV) of the asset, assuming that the firm has a 10% cost of capital. Is the project acceptable?

    b. Determine the maximum required rate of return (closest whole-percentage rate) that the firm can have and still accept the asset. Discuss this finding in light of your response in part a.

Q # 5   (20)

Joe Martinez has fixed operating costs of $72,000, variable operating costs of $6.75 per unit. and a selling price of $9.75 per unit.

    a. Calculate the operating breakeven point in units.

    b. Compute the degree of operating leverage (DOL) for the following unit sales levels: 25,000, 30,000, 40,000. Use the formula given in the chapter.

    c. Graph the DOL figures that you computed in part **b** (on the y axis) against sales levels (on the x axis).

    d. Compute the degree of operating leverage at 24,000 units; add this point to your graph.

    e. What principle do your graph and figures illustrate?

Q # 6   (20)

Write NOTE on the following:

    a. Profitability of company and Maximization of shareholder's wealth

    b. Capital Structure Theories

Q # 7   (20)

Discuss profit maximization and shareholders wealth maximization. What types of different decisions are important in financial management. Discuss with respect to balance sheet.

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Final Year: 2ⁿᵈ Annual - 2017
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. Absolute threshold
2. Personality
3. Customer value
4. Instrumental value
5. Quota sample
6. Qualitative research
7. Survey
8. Upward mobility
9. Wife dominated decision
10. Weber's Law
11. Sensation
12. Dogmatism
13. Relative advantage
14. Awareness
15. Ego
16. Formal Learning
17. Reinforcement
18. Subculture
19. Secondary data
20. Needs
21. Sensory Store
22. Brand Loyalty
23. Rehersal
24. Compulsive Consumption
25. Technical Learning

SECTION 2   (15*4=60)

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

3. Differentiate between primary data and secondary data? Discuss major advantages and limitations of secondary data? Identify different sources of secondary data?

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

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

6. Explain instrumental conditioning with examples? What are its major objectives? Discuss some methods of reinforcement?

7. Explain Freudian theory of personality? Discuss its role in consumer behavior and personality development??

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Roll No. ....

Subject: Statistics (Advanced) [Marketing / Finance Specialization]   **TIME ALLOWED: 3 hrs.**

PAPER: 8   **MAX. MARKS: 100**

Section 1
Attempt all Questions

1.	Define the following terms. All questions carry equal marks.	**20**
i.	Consumer Price Index Number	2
ii.	Time Series	2
iii.	Statistic	2
iv.	Stratified Random Sampling	2
v.	Inferential Statistics	2
vi.	Null and Alternative Hypothesis	2
vii.	Type 1 Error	2
viii.	Properties of Chi-square distribution	2
ix.	Acceptance and Rejection Region	2
x.	Sketch the ANOVA Table for two way classification	2

Section 2
Attempt any Four Questions.

2.   Below are the prices of soap (pack of 6), shampoo (500ml), washing   20
powder (1kg), and Dish washing liquid (500 ml) for June 2010 and June
2016. Also included are the quantity purchased. Determine a weighted
price index using the Paasche method.

Item	June 2010		June 2016	
	Price (Rs.)	Quantity	Price (Rs.)	Quantity
Soap	249	6	335	6
Shampoo	329	4	449	5
Washing Powder	159	2	419	3
Dish Washing Liquid	179	3	249	4

3.   The U.S. Census Bureau publishes data on factory orders for all   20
manufacturing, durable goods, and nondurable goods industries. Shown
here are factory orders in the United States over a 13-year period ($
billion).
Use these data to develop forecasts for the years 6 through 13 using a 5-
year moving average.

Year	Factory Orders ($ billion)	Year	Factory Orders ($ billion)
1	2,512.7	8	3,356.8
2	2,739.2	9	3,607.6
3	2,874.9	10	3,749.3
4	2,934.1	11	3,952.0
5	2,865.7	12	3,949.0
6	2,978.5	13	4,137.0
7	3,092.4		

P.T.O.

4. A population consists of the following six values: 0, 0, 1, 3,5, 6.   20
   a. List all samples of size 2 without replacement, and compute the mean of each sample.
   b. Compute the mean of the distribution of sample means and the population mean.
   Compare the two values.
   c. Compare the dispersion in the population with that of the sample means.

5. A sample of 81 observations is taken from a normal population with a   10
   standard deviation of 5. The sample mean is 40. Determine the 95 percent confidence interval for the population mean.

b. The Fox TV network is considering replacing one of its prime-time crime   10
   investigation shows with a new family-oriented comedy show. Before a final decision is made, network executives commission a sample of 400 viewers. After viewing the comedy, 250 indicated they would watch the new show and suggested it replace the crime investigation show. Estimate the value of the population proportion. Develop a 99 percent confidence interval for the population proportion.

6. The management of Discount Furniture, a chain of discount furniture   20
   stores in the Northeast, designed an incentive plan for salespeople. To evaluate this innovative plan, 12 salespeople were selected at random, and their weekly incomes before and after the plan were recorded

Salesperson	Before	After
Sid Mahone	$320	$340
Carol Quick	290	285
Tom Jackson	421	475
Andy Jones	510	510
Jean Sloan	210	210
Jack Walker	402	500
Peg Mancuso	625	631
Peg Mancuso	625	631
Anita Loma	560	560
John Cuso	360	365
Carl Utz	431	431
A. S. Kushner	506	525
Fern Lawton	505	619

Was there a significant increase in the typical salesperson's weekly income due to the innovative incentive plan? Use the .05 significance level. Estimate the p-value, and interpret it.

7. The following is sample information. Test the hypothesis at the .05   20
   significance level that the treatment means are equal.

Treatment 1	Treatment 2	Treatment 3
8	3	3
6	2	4
10	4	5
9	3	4

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NOTE: Attempt this paper on separate Answer Sheet Provided.

OBJECTIVE PORTION

Note: Attempt all Questions;

Q.NO.1(a): Mark T for True and F for False (10 Marks)

1) Most of the e-commerce today is of business-to business type.
2) It is not difficult to integrate the internet and e-commerce software with some exciting applications and databases.
3) Lack of touch and feel online is one of the major technical limitations of e-commerce.
4) Empowerment is related to the concept of self-directed teams.
5) Direct marketing means that the products are sold only through internet.
6) Impulsive buyers are those who don't purchase but just browse.
7) Hedonic shoppers carry out shopping activity because it is fun and they love it.
8) Internet frauds are done on the bases of internet IP address.
9) The attractive advertisement is use to get the customers back.
10) E- Commerce is broader definition of E-business.

Q.NO.1 (B): What does the following stands for: (10 marks)

1	B2B	6	DFD
2	DDL	7	DML
3	IANA	8	EFT
4	GDSS	9	MRP
5	ERP	10	ECB

Q.NO.1(C): MCQ'S choose the best option: **(2x5=10)**

1. Electronic Data Interchange is necessary in
   a. B2C e-Commerce   b. C2C e-Commerce
   c. B2B e-Commerce   d. Commerce using internet

2. EDI requires
   a. business documents in computer   b. data entry operators by receivers
   c. special value added networks   d. special hardware at co-operating Business premises

3. EDI standards are
   a. not universally available   b. essential for B2B commerce
   c. not required for B2B commerce   d. still being evolved

4. EDIFACT is a standard
   a. business forms used in e-Commerce   b. for e-mail transaction for e-Commerce
   c. for ftp in e-Commerce   d. protocol used in e-Commerce

   5. Which is a function of E-commerce
   a. marketing   b. advertising
   c. warehousing   d. all of the above

5. An industry is less attractive for suppliers when the rivalry among existing competitors is:
   a. High   b. Low   c. More   d. Less Most

(P.T.O.)

SUBJECTIVE PORTION

ATTEMPT ANY three QUESTIONS. EACH QUESTION CARRIES EQUAL MARKS:

Q.No.2:

    a. How E-Commerce influence the business now a day's explain its functionality. (9)

    b. What is loyal consumers how to attract in business explain in detail. (9)

Q. No.3:

    a. What is direct and indirect market explains in detail. (6)

    b. What are the types of strategies using for E-commerce explain it? (6)

    c. What are functionalities of B2B and A2B? (6)

Q.NO. 4:

    a) What is internet protocol explain its types in detail. (9)

    b) What is consumer behavior model explain in detail (9)

Q.No.5:

    a. What are the Advantages of E-commerce explain in detail. (9)

    b. Define explain encryption and decryption in E-commerce in detail. (9)

UNIVERSITY OF THE PUNJAB

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

TIME ALLOWED: 3 hrs.

MAX. MARKS: 100

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	"The 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