



USE SEPARATE ANSWER BOOK FOR EACH PART

ISLAMIC STUDIES OBJECTIVE PART

Note: Attempt all questions.

Q.1. Write short answer of the following questions.

i. Introduce the Holy Quran briefly.

ii. Write down the literal and terminological meanings of "Hadith".

iii. Enlist the basic beliefs of Islam.

iv. Write down the five practices of Islam.

v. Enlist five good morals in Islam.

نوٹ: تمام سوالات کے جوابات تحریر کریں۔

سوال نمبر 1: درج ذیل سوالات کے مختصر جوابات لکھیں۔

(الف) قرآن پاک کا مختصر تعارف لکھیں۔

(ب) حدیث مبارکہ کا لغوی اور اصطلاحی معنی لکھیں۔

(ج) اسلام کے بنیادی عقائد لکھیں۔

(د) پانچوں اسلامی عبادات درج کریں۔

(ه) پانچ اسلامی اخلاقِ حسنہ تحریر کیجئے۔

SUBJECTIVE PART

Q.2. Translate and explain any one of the following Quranic verses.

سوال نمبر 2: درج ذیل آیات قرآنی میں سے صرف ایک کا ترجمہ اور

تشریح کیجئے۔ (تشریح=3+ترجمہ=7)

(الف) وَالَّذِينَ إِذَا أَنْفَقُوا لَمْ يُسْرِفُوا وَلَمْ يَقْتُرُوا وَكَانَ بَيْنَ ذَلِكَ قَوَامًا

(ب) إِنَّمَا الْمُؤْمِنُونَ إِخْوَةٌ فَأَصْلِحُوا بَيْنَ أَخَوَيْكُمْ وَاتَّقُوا اللَّهَ لَعَلَّكُمْ تُرْحَمُونَ

Q.3. Translate and explain any one of the following Ahadith.

سوال نمبر 3: درج ذیل احادیث مبارکہ میں سے صرف ایک کا ترجمہ اور

تشریح کیجئے۔ (تشریح=3+ترجمہ=7)

(الف) لا یومن احدکم حتی یکون ہواہ تبعاً لما جئت بہ۔

(ب) افضل الاعمال احب فی اللہ والبغض فی اللہ۔

Q.4. Enlist the manners of the Holy Prophet ﷺ

as a teacher.

سوال نمبر 4: بحیثیت معلم حضرت محمد رسول اللہ خاتم النبیین صلی اللہ علیہ و علی آلہ و أصحابہ وسلم کے تعلیم دینے کے

یا

انداز مبارکہ تحریر کیجئے۔

No doubt the Holy Prophet ﷺ

was the best Head of a Family. How was his behavior towards his family?

یقینی طور پر حضرت محمد رسول اللہ خاتم النبیین صلی اللہ علیہ و علی آلہ و أصحابہ وسلم بہترین سربراہِ خاندان

تھے اس سلسلہ میں آپ خاتم النبیین صلی اللہ علیہ و علی آلہ و أصحابہ وسلم کا اپنے خاندان سے کیا حسن سلوک تھا؟

ETHICS FOR NON-MUSLIMS

Note: Attempt merely two questions. All the questions carry equal marks.

نوٹ: محض دو سوالات کے جوابات لکھیں۔ سب کے نمبر برابر ہیں۔

Q.1. Write down the importance of morality.

(25)

سوال نمبر 1: اخلاقیات کی اہمیت لکھیں۔

Q.2. Enlist good moral values in Christianity.

(25)

سوال نمبر 2: مسیحیت میں اچھے اخلاق کی اہمیت لکھیں۔

Q.3. Write down the rights of minorities in Islam.

(25)

سوال نمبر 3: اسلام میں اقلیتوں کے حقوق لکھیں۔

PAKISTAN STUDIES **OBJECTIVE PART**

Note: Question No. 1 is Compulsory. Answer Two questions among the rest.

نوٹ: سوال نمبر 1 لازمی ہے۔ بقیہ میں سے

صرف دو کے جوابات لکھیں۔

Q.1. Write answer of the following questions. (4x5=20)

سوال نمبر 1: درج ذیل سوالات کے جوابات لکھیں۔

i. Explain briefly Two Nation Theory.

(الف) دو قومی نظریہ کی مختصر وضاحت کریں۔

ii. Write down five books by Sir Syed Ahmed Khan.

(ب) سر سید احمد خان کی پانچ کتابوں کے نام لکھیں۔

iii. Enlist five Islamic Clauses of Constitution of 1973 A.D.

(ج) 1973ء کے آئین کی پانچ اسلامی دفعات لکھیں۔

iv. Write down five services of Mujadid Alif Sani.

(د) مجدد الف ثانی کی پانچ خدمات لکھیں۔

SUBJECTIVE PART

Q.2. Cover the cruelties of Congress Ministries.

(15)

سوال نمبر 2: کانگریسی وزارتوں کے مظالم سپرد قلم کیجئے۔

Q.3. Write down the initial problems of Pakistan.

(15)

سوال نمبر 3: پاکستان کے ابتدائی مسائل لکھیں۔

Q.4. Enlist the agricultural problems in Pakistan.

(15)

سوال نمبر 4: پاکستان میں زراعت کے مسائل درج کیجئے۔



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) First Year: Annual – 2021

Paper: 2 English (Functional)

Paper Code: 2

Time: 30 Min. Marks: 30

Roll No. in Fig.

Roll No. in Words.

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.

Signature of Supdt.:

Q.1 a) Fill in the blanks with the correct form of verbs given in the brackets. (10)

- His shirt looks dirty. I think it _____ (not / clean) since last Tuesday.
- Sally _____ (not / be) at home now. She _____ (just / go) out.
- If you took these pills, you _____ (get) well.
- _____ (Can / he / play) football when he was ten years old?
- This hospital _____ (build) in 1980.
- The children _____ (play) outside now.
- She usually _____ (read) the newspaper in the morning.
- Alice hurt herself while she _____ (skate).
- I met my neighbor while I _____ (walk) home from work.
- _____ you and Tom _____ (enjoy) the party last night?

b) Add Question Tags or short answers to the following:- (10)

- Tom could help you, _____?
- There are a lot of people here, _____?
- Do you like the movie? No _____
- Is this very interesting? No _____
- I'm too fat, _____?

c) Give One word for the following:- (10)

- A person difficult to please _____
- A person who writes beautiful writing _____
- One who eats too much _____
- One who looks at the dark side of things _____
- Work for which no salary is paid _____



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) First Year: Annual – 2021

Paper: 2 English (Functional)

Paper Code: 2

Time: 2 Hrs. 30 Min. Marks: 70

Roll No.

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

NOTE: Attempt FOUR questions. All questions carry equal marks.

Q.2. Change the Narration of any SEVEN of the following sentences: (17.5)

1. I asked Mary if she would lend me a pencil.
2. He told us that he had waited an hour.
3. The lady inquired if he was now quite well again.
4. He said, "Daughter, take my golden jug, and fetch me some water from the Well."
5. The police-officer asked him what was his name was.
6. She said, "Did you see the robbers?"
7. He said, "What were they wearing?"
8. The boy said that his name was Mark.
9. Mary said, "I like Turkish pop music."
10. The woman said, "It's not my umbrella, mine is red."

Q 3. Change the Voice of any SEVEN of the following sentences: (17.5)

1. By whom was this jug broken?
2. I was offered a chair.
3. We shall be blamed by everyone.
4. He will be gladdened by the sight.
5. The telephone was invented by Alexander Graham Bell.
6. Who taught you Urdu?
7. They found him guilty of murder.
8. The King immediately gave orders that he should be imprisoned.
9. Somebody has put out the light.
10. They laughed at his warnings and objected to all his proposals

Q 4. Synthesize any SEVEN of the following sentences: (17.5)

1. Your father will hear of your success. He will be delighted.
2. We saw the picture. It is a very fine piece of work.
3. The information is of no use to us. It has come too late.
4. The cow provides milk. Milk is a valuable food.
5. The bugle sounded. The weary soldiers leapt to their feet.
6. Mr. Pundit was elected President. He is a well-known Sanskrit scholar.
7. I forgave him his fault. That has not prevented him from repeating it.
8. He must confess his fault. He may thus escape punishment.
9. He attended to his duties. He earned promotion.
10. Geoffrey Chaucer was born in 1340. He is the first great English poet.

Q 5. Write a Letter to the Director of Education, applying for appointment as a teacher in the Education Department. (17.5)

Q 6. Write a report to your supervisor in which you mention the limitations of the project and suggest some solutions to those limitations.

Q 7. Write an essay on any ONE of the following topics: (300-350 words) (17.5)

- | | |
|----------------------|--------------------------------|
| a) Global Warming | c) Recycling |
| b) A Visit to Museum | d) Economic Crisis in Pakistan |

Q 8. Read the following passage and answer the question given at the end: (17.5)

Did you know that some people don't do their reading assignments? It's shocking, but it's true. Some students don't even read short texts that they are assigned in class. There are many reasons for this. They may be distracted or bored. They may be unwilling to focus. They may be unconfident readers. Whatever the reason, it has to stop today. Here's why.

Reading stimulates your mind. It is like a workout for your brain. When people get old, their muscles begin to deteriorate. They get weaker and their strength leaves them. Exercise can prevent this loss. The same thing happens to people's brains when they get older. Brain power and speed decline with age. Reading strengthens your brain and prevents these declines.

You can benefit from reading in the near-term too. Reading provides knowledge. Knowledge is power. Therefore, reading can make you a more powerful person. You can learn to do new things by reading. Do you want to make video games? Do you want to design clothing? Reading can teach you all this and more. But you have to get good at reading, and the only way to get good at something is to practice.

Read everything that you can at school, regardless of whether you find it interesting. Reading expands your vocabulary. Even a "boring" text can teach you new words. Having a larger vocabulary will help you better express yourself. You will be able to speak, write, and think more intelligently. What's boring about that?

Do not just discount a text because it is unfamiliar to you. Each time you read, you are exposed to new ideas and perspectives. Reading can change the way that you understand the world. It can give you a broader perspective on things. It can make you worldlier. You can learn how people live in far away places. You can learn about cultures different from your own.

Reading is good for your state of mind. It has a calming effect. It can lower your stress levels and help you relax. You can escape from your troubles for a moment when you read, and it's a positive escape. The benefits of reading far outweigh those of acting like a doofus. So do yourself a favor: the next time you get a reading assignment, take as much as you can from it. Squeeze it for every drop of knowledge that it contains. Then move on to the next one.

Questions:

1. Why does the author believe that reading boring or unfamiliar books can be helpful for readers? Use the text in your response.
2. Why does the author describe reading as a "positive escape"? In what ways is reading positive? Use evidence from the text to support your response.
3. State the main idea of the text.
4. What are the author's arguments in the fifth paragraph?
5. What are the reasons given by the author why students fail to complete reading assignments?



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) First Year: Annual – 2021

Paper: 3 (Introduction to Business)

Roll No.

Time: 3 Hrs. Marks: 100

NOTE: Attempt FIVE questions in all. Question No. 7 is compulsory.

Q: 1	Define sole proprietorship. Explain the qualities of a good proprietor	15
Q: 2	Define partnership Deed. Discuss the contents of partnership deed.	15
Q: 3	Define company and explain difference between Public limited company and Private limited company	15
Q: 4	What is Article of Association? Discuss its contents.	15
Q: 5	What is meaning of allotment of shares? What are the requirements of law regarding the allotment of shares?	15
Q: 6	What are different modes in which a firm may be dissolved.	15
Q: 7	Write short notes on the following: 1 Limited liability 2 Liabilities of partners 3 Prospectus 4 Merits of Company 5 Statutory Meeting 6 Debentures 7 Board Resolution 8 lien on shares	5X8



UNIVERSITY OF THE PUNJAB
B.B.A. (Hons.) First Year: Annual – 2021

Paper: 4 (Introduction to Computer Science)
Paper Code: 4

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

Division of marks is given in front of each question.

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

Q.1. Select the most suitable choice.

(20x2=40)

- i. In magnetic disks data is organized on the platter in a concentric sets or rings called
 - a) Sector
 - b) Track
 - c) Head
 - d) Block
- ii. When we move from the outer most track to the innermost track in a magnetic disk, the density
 - a) increases
 - b) decreases
 - c) remains the same
 - d) either remains constant or decreases
- iii. Which of the following device can be used to directly input printed text
 - a) OCR
 - b) Mouse
 - c) MIC
 - d) Joystick
- iv. Which device can draw continuous lines
 - a) daisy wheel
 - b) plotter
 - c) chain printer
 - d) impact printer
- v. In which storage device, recording is done by burning tiny pits on a circular disk
 - a) punched cards
 - b) floppy disk
 - c) magnetic tape
 - d) optical disk
- vi. Which of the following printers uses light beam and electrostatically sensitive black powder
 - a) dot matrix printer
 - b) daisy wheel printer
 - c) chain printer
 - d) laser printer
- vii. The primary purpose of an operating system is
 - a) to make the most efficient use of the computer hardware
 - b) to allow people to use the computer
 - c) to keep system programmers employed
 - d) to make computers fast.
- viii. The operating system manages
 - a) memory
 - b) processor
 - c) disk and I/O devices
 - d) all of the above
- ix. Scheduling is
 - a) allowing job to use the processor
 - b) unrelated performance considerations
 - c) quiet simple to implement, even on large main frames
 - d) the same regardless of the purpose of t
- x. IBM 7000 digital computer
 - a) Belongs to second generation
 - b) Uses VLSI
 - c) Employs semiconductor memory
 - d) Has modular constructions
- xi. Which of the following is not electro-mechanical computer?
 - a) Mark I
 - b) ABC
 - c) Zuse
 - d) UNIVAC
- xii. The term 'computer' is derived from
 - a) Greek language
 - b) Sanskrit language
 - c) Latin language
 - d) German language
- xiii. Which statement is valid about magnetic tape?
 - a) It is a plastic ribbon
 - b) It is coated on both sides with iron oxide
 - c) It can be erased and reused
 - d) All of above



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) First Year: Annual – 2021

Paper: 4 (Introduction to Computer Science)

Paper Code: 4

Roll No.

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

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Note: Attempt any *THREE* questions. All questions carry equal marks. (3x10=30)

Q.No.3: What are the types of monitors explain in detail. (10)

Q.No.4: Write a note on Resolution and refresh rate in detail. (10)

Q.No.5: What are the types of storage devices explain it in detail. (10)

Q.No.6: What are the basic functions of Excel explain it in detail. (10)



Note: Attempt any FIVE questions while question # 1 is compulsory. All questions carry equal marks.

Q.1. Attempt any 10 Questions.

(10x2=20)

1. Find x and y, intercept of $3y + x = 12$.
2. 24 is what percent of 192.
3. What is an even function?
4. What is the subtraction rule of differentiation?
5. A chair cost Rs. 225 is sold for Rs. 450. Find the percentage of gain.
6. Define compound interest.
7. Define annuity due.
8. Write down the formula of present value annuity.
9. Write down the two types of mortgage.
10. Difference between domain and range?

Q.2. (a) Sketch the following function $f(x) = -3$

(10)

(b) If $y = g(u) = u - 5$ and $u = h(x) = x^2 - 3x + 6$, determine

(i) $g(h(x))$ and (ii) $g(h(-2))$.

(10)

Q.3. A salesperson has been hired to sell three products. The sales person is paid on a commission basis, earning \$2.50, \$3.00, and \$2.00 per unit respectively, for product 1, 2 and 3. In addition, the salesperson, received a base salary of \$40 per week, x_j equals the number of units' sold per week of product j for $j = 1, 2, 3$ and s equals the weekly salary in dollars.

a) Determine the salary function

$$s = f(x_1, x_2, x_3)$$

b) If maximum weekly sales for the three products are estimated at 20, 35 and 25 units, determine the restricted domain and range for the salary function. (20)

Q.4. (a) Determine the degree of the function

(10)

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

(b) Determine the equation of the Quadratic function which passes through the points (0,10), (1,6) and (-2, 24). (10)

Q.5. (a) Determine $f(0)$, $f(-2)$ and $f(a+b)$

$$f(x) = mx$$

(10)

(b) Determine the domain of the function

$$f(x) = 25$$

(10)

Q.6. The nominal interest rate on an investment is 6 percent, per year. Determine the effective annual interest rate if

(i) Interest is compounded semiannually and

(ii) Interest is compounded quarterly.

(20)

Q.7. A woman has purchased \$150,000 worth of corporate bonds. The bonds expire in 20 years, and simple interest is computed semiannually at a rate of 7 percent per 6-month period. Interest checks are mailed to bondholders every 6 months. Determine the interest the woman can expect to earn every 6 months. How much interest can she expect over the 20-Years period? (20)



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) First Year: Annual – 2021

Paper: 6 Financial Accounting (Basic)

Paper Code: 6

Roll No.

Time: 3 Hrs. Marks: 100

Instructions: Attempt any FIVE questions including question No.1 which is compulsory. All questions carry equal marks.

Q.No.1 Briefly explain any ten (10) Terms given below:-

1. What are tangible assets.
2. What are financing activities.
3. Define the term Depreciation.
4. What is matching principal?
5. What are retained earnings?
6. What is periodic inventory system?
7. What is realization principle
8. What is meant by term cash discount?
9. What is meant by unearned revenue?
10. What is insolvency?
- 11: What is subsidiary ledger account.
12. What is perpetual inventory system?
13. What is equity?
14. Give five examples of current liabilities.
15. What are outstanding expenses?

Q. No. 2

The balance sheet items of The Candy Shop (arranged in alphabetical order) were as follows at the close of the business on September 30, 2019.

Accounts Payable	\$ 6,800	Furniture & Fixtures	\$ 9,000
Accounts Receivable	5,000	Land	72,000
Building	80,000	Notes Payable	?
Capital Stock	100,000	Retained Earnings	19,100
Cash	6,900	Supplies	3,000

The transactions occurring during the first week of October were:

- Oct.3** Additional capital stock was sold for \$30,000. The accounts payable were paid in full. (No payment was made on the notes payable.)
- Oct.6** More furniture was purchased on account at a cost of \$8,000, to be paid within 30 days. Supplies were purchased for \$900 cash from a restaurant supply center that was going out of business. These supplies would have cost \$2,000 if purchased under normal circumstances.

Oct.1-6 Revenues of \$8,000 were earned and paid in cash. Expenses required to earn the revenues of \$3,200 were incurred and paid in cash.

Instructions:

- a. Prepare a balance sheet at September 30, 2019. (You will need to compute the missing figure for Notes Payable.)
- b. Prepare a balance sheet at October 6, 2019. Also prepare an income statement and a statement of cash flows for the period October 1-6, 2019. In your statement of cash flows, treat the purchase of supplies and the payment of accounts payable as operating activities.

Q. No. 3

Dr. Schekter, DVM, opened a veterinary clinic on May 1, 2020. The business for May are shown below:-

- May 1 Dr. Schekter invested \$ 400,000 cash in the business in exchange for 5,000 shares of capital stock.
- May 4 Land and building were purchased for \$ 250,000. Of this amount, \$70,000 applied to the land and \$180,000 to the building. A cash payment of \$100,000 was made at the time of the purchase and a note payable was issued for the remaining balance,
- May 9 Medical instruments were purchased for \$130,000 cash.
- May 16 Office fixtures and equipments were purchased for \$50,000. Dr. Schekter paid \$20,000 at the time of purchase and agreed to pay the entire remaining balance in 15 days.
- May 21 office supplies expected to last several months were purchased for \$5,000 cash.
- May 24 Dr. Schekter billed clients \$2,200 for services rendered. Of this amount \$1,900 was received in cash and \$300 was billed on account (due in 30 days)
- May 27 A \$400 invoice was received for several radio advertisements aired in May. The entire amount is due on June 5.
- May 28 Received a \$100 payment on the \$300 account receivable recorded May 24.
- May 31 Paid employees \$2,800 for salaries earned in May.

A partial list account titles used by Dr. Schekter includes:

Cash	Notes payable
Accounts Receivable	Accounts Payable
Office Supplies	Capital Stock
Medical Instruments	Veterinary Service Revenue
Office Fixtures and Equipment	Advertising Expense
Building	Salary expense
land	

Required:

- a. Record cash transaction in General Journal.
- b. Post each entry to appropriate ledger accounts.
- c. Prepare a trial balance dated May 31, 2020.

Q. No. 4

Boston Bait Shop uses a periodic inventory system at December 31, Year 1 the accounting record include the following information: -

Inventory case of December 31, Year 1,	\$2,800
Net Sales	\$79,600
Purchases	\$30,200

A complete physical inventory taken at December 31 year indicate merchandising closing \$3000 remains in stock.

- How were the amounts of beginning and ending inventory determined.
- Compute the amount of cost of good sold in year 2.
- Prepare a partial income statement showing the shop's gross profit for the year.

Q. No. 5

Claypool Hardware is the only hardware store in a remote area of northern Minnesota. Some of Claypool's transactions during the current year are a follows:-

- Nov. 5 Sold lumber on account to Bemidji Construction, \$13,390. The inventory subsidiary ledger shows the cost of this merchandise was \$9,105.
- Nov. 9 Purchased tools on account from Owatonna Tool Company, \$3,800.
- Dec. 5 Collected in cash the \$13,390 account receivable from Bemidji Construction.
- Dec. 9 Paid the \$3,800 owed to Owatonna Tool Company.
- Dec. 31 Claypool's personnel counted the inventory on hand and determined its cost to be \$182,080. The accounting records, however, indicate inventory of \$183,790 and a cost of goods sold of \$695,222. The physical count of the inventory was observed by the company's auditors and is considered correct.

Instructions:

- Prepare journal entries to record these transactions and events in the accounting records of Claypool Hardware. (The company uses a perpetual inventory system.)
- Prepare a partial income statement showing the company's gross profit for the year. (Net sales for the year amount to \$1,024,900.)

Q. No. 6

- Explain the rules of Debit and Credit with respect to transactions recorded in Assets, Liabilities, Revenue and Expense accounts.
- What are some of the limitations of a Trial Balance.

Q. No. 7

Garden Wizards provides gardening services to both commercial and residential customers. The company performs adjusting entries on a monthly basis, whereas closing entries are prepared annually at December 31. An adjusted trial balance dated December 31, 2018, follows: -

GARDEN WIZARDS
Adjusted Trial Balance
December 31, 2018

Cash	\$ 27,800	
Account receivable	4,300	
Unexpired insurance	8,700	
Prepaid rent	3,200	
Supplies	1,400	
Trucks	140,000	
Accumulated Depreciation: trucks		\$ 75,000
Equipment	28,000	
Accumulated Depreciation: equipment		14,000
Note payable		38,000
Accounts payable		2,200
Salaries payable		900
Interest payable		300
Income tax payable		1,700
Unearned service revenue		2,000
Capital stock		18,000
Retained Earnings		21,000
Dividend	3,300	
Service revenue earned		194,000
Salary expense	72,000	
Supplies expense	5,600	
Office rent expense	28,000	
Insurance expenses	1,800	
Depreciation expense: trucks	16,000	
Depreciation expense: equipment	4,000	
Repair and maintenance expense	5,300	
Fuel expense	2,200	
Miscellaneous expense	2,700	
Interest expenses	3,800	
Income taxes expenses	9,000	
	<u>\$367,100</u>	<u>\$367,100</u>

Required: -

Prepare an income statement and statement of retained earning for the year ended December 31, 2018. Also prepare the company balance sheet dated December 31, 2018.



SECTION – I

(4 x 17½ = 70)

Note: Attempt any FOUR questions. All questions carry equal marks.

- 1- Define organization. Explain the characteristics of an organization.
- 2- Explain how the contingency approach is appropriate for studying management.
- 3- Define organizational culture. Identify the seven dimensions of organizational culture.
- 4- Define decision. Also explain in detail the two decision making styles with the help of example.
- 5- Define organizational structure. Contrast the three traditional organizational designs.
- 6- Explain employee compensation and benefits. Also discuss the skill-based and variable pay systems.
- 7- Define controlling. Describe the three steps in control process.

SECTION – II

(10 x 3 = 30)

Note: Attempt any TEN questions. All questions carry equal marks. Explain briefly.

- i- Management skills
- ii- Systems theory
- iii- Omnipotent view
- iv- Workplace spirituality
- v- Bounded rationality
- vi- Intuition
- vii- Uncertainty
- viii- Planning and goals
- ix- Work specialization
- x- Recruitment and de-recruitment
- xi- McGregor's theory X and theory Y
- xii- McClelland's three-needs theory
- xiii- Reinforcement theory
- xiv- Feed-forward control
- xv- Management information system



SECTION – I

Note: Attempt any Four Questions. All questions carry equal marks. (4x17.5=70)

- Q 1. Why is it important to end a negative message on a positive note?
- Q 2. Is it possible for companies to be too dependent on communication technology? Explain briefly.
- Q 3. Explain why effective communication is important to your success in today's business environment.
- Q 4. Discuss the importance of ethics in business communication and differentiate between ethical dilemmas and ethical lapses.
- Q 5. Elaborate in detail the standard components of business letters.
- Q 6. Elaborate the obstacles/barriers that hinder the flow of successful communication.
- Q 7. What are the basic components of effective communication? Explain in detail.

SECTION – II

Note: Attempt any TEN Questions. All questions carry equal marks. (10x3=30)

1. What is the difference between Upward and Downward Communication?
2. What are Cross Cultural Messages?
3. What is the difference between Horizontal and Diagonal Communication?
4. What is meant by Mechanical Barriers?
5. How is CV different from Resume?
6. Why is feedback important in effective communication?
7. Define Denotation.
8. How are Chronemics different from Proxemics?
9. What is the difference between Visual and Verbal Communication?
10. What is Webinar?
11. What is meant by delayed Feedback?
12. What is meant by Skimming?
13. What is an Inquiry Letter?
14. What is Inside Address in a formal letter?
15. How is communication affected by information overload?



OBJECTIVE PART

Q.1. Briefly define any 15 of the following.

(15x2=30)

1. Socio cultural.
2. Achieved status
3. Social Movement
4. Social stratification
5. Gender
6. Social status.
7. Sociology
8. Sub culture
9. Social interaction
10. Norms of culture
11. Values of culture
12. Social control.
13. Culture Shock
14. Urbanization.
15. Research.
16. Cultural Relativism
17. Mass Media
18. Social change
19. Social Mobility
20. Primary Group.

SUBJECTIVE PART

Note: Attempt any *FOUR* questions. All questions carry equal marks.

(4x17.5=70)

Q.2 Define Sociology. Explain its relation with Economics and History.

Q.3 Discuss Imam Gazzali's concept of Society and theory of Justice.

Q.4 What is status? Describe its types with suitable examples.

Q.5 Define Culture. Explain factors responsible for cultural variability.

Q.6 Define Social problems. How Poverty affects the people.



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) First Year: Annual – 2021

Paper: 10 (Data Base Management System)

Paper Code: 10

Roll No.

Time: 2 Hrs. Marks: 30

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Attempt any THREE questions. All questions carry equal marks.

(3x10=30)

Q.No.3:	(10)
Describe and explain file server and client server in detail.	
Q.No.4:	(5+5)
a) Define and explain second and third normalization form.	
b) Define and explain ANSI-SPARC Architecture explains in detail?	
Q.No.5:	(5+5)
a) What is OODB model explain in detail.	
b) What is 4GL explain object based model?	
Q.No.6:	(5+5)
A) What is the functional dependency explain in detail.	
b) What are the ACID properties of transactions explain in detail	



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) First Year: Annual – 2021

Paper: 10 (Data Base Management System)

Paper Code: 10

Time: 1 Hr. Marks: 50

Roll No. in Fig.....

Roll No. in Words.

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.

Q.1. Select the most suitable choice.

(15x2=30)

Q.1 Which of the following is not a consequence of concurrent operations?

(A) Lost update problem (B) Update anomaly (C) Unrepeatable read. (D) Dirty read.

Q.2 As per equivalence rules for query transformation, selection operation distributes over

(A) Union. (B) Intersection (C) Set difference. (D) All of the above.

Q.3 The metadata is created by the

(A) DML compiler (B) DML pre-processor (C) DDL interpreter (D) Query interpreter

Q.4 When an E-R diagram is mapped to tables, the representation is redundant for

(A) weak entity sets (B) weak relationship sets (C) strong entity (D) strong relationship

Q.5 In SQL the word 'natural' can be used with

(A) inner join (B) full outer join (C) right outer join (D) all of the above

Q.6 The default level of consistency in SQL is

(A) repeatable read (B) read committed (C) read uncommitted (D) serializable

Q.7 If a transaction T has obtained an exclusive lock on item Q, then T can

(A) read Q (B) write Q (C) both read and write Q (D) write Q but not read Q

Q.8 Shadow paging has

(A) no redo (B) no undo (C) redo but no undo (D) neither redo nor undo

Q.9 If the closure of an attribute set is the entire relation then the attribute set is a

(A) superkey (B) candidate key (C) primary key (D) not a key

Q.10 DROP is a _____ statement in SQL.

(A) Query (B) Embedded SQL (C) DDL (D) DCL

Q.11 If two relations R and S are joined, then the non matching tuples of both R and S are ignored in

(A) left outer join (B) right outer join (C) full outer join (D) inner join

Q.12 The keyword to eliminate duplicate rows from the query result in SQL is

(A) DISTINCT (B) NO DUPLICATE (C) UNIQUE (D) None of the above

Q.13 In 2NF

(A) No functional dependencies (FDs) exist. (B) No multivalued dependencies (MVDs) exist.

(C) No partial FDs exist. (D) No partial MVDs exist.

Q.14 The cost of reading and writing temporary files while evaluating a query can be reduced by

(A) building indices (B) pipelining (C) join ordering (D) none of the above

Q.15 A transaction is in _____ state after the final statement has been executed.

(A) partially committed (B) active (C) committed (D) none of the above

Q.2 Define the following short questions.

(5x4=20)

1. What are the limitations of the based approach?

2. How data isolation works?

3. What is the degree of relationship explain?

4. What is data directory explain it?

5. What is associative entity explain briefly?



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Second Year: Annual – 2021

Roll No.

Paper: 1 (Cost Accounting)

Time: 3 Hrs. Marks: 100

NOTE: Attempt FIVE questions in all. All questions carry equal marks.

<p>Q. No.1</p>	<p>Two materials A and B are used in company as follow: Minimum usage-----100units per week each Maximum usage -----300units per week each Normal \Average usage -----200 units per week each EOQ\Re-order quantity-----A:1200 units and B:2000units Delivery period-----A: 4 to 6 weeks, B: 2 to 4 weeks</p> <p>Required:</p> <p>Calculate various stock levels: a) Re-order level b) Minimum level c) Maximum Level</p>																						
<p>Q. No.2</p>	<p>Neelum Industry Limited purchases a certain item of raw materials in lots of 9,600 units which is a six months supply. The cost per unit is Rs. 40.00, ordering cost is Rs. 75 per order and carrying cost is 20%.</p> <p>Required: How much can the company can save per year by buying in the most economical lots?</p>																						
<p>Q.No.3</p>	<p>The books of Arslan Manufacturing company shows the following information for the six months ending June 30th 2020.</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;"></th> <th style="text-align: right; width: 20%;">Rs.</th> </tr> </thead> <tbody> <tr> <td>Material purchased</td> <td style="text-align: right;">25,00,000</td> </tr> <tr> <td>Direct labour</td> <td style="text-align: right;">21,25,000</td> </tr> <tr> <td>Factory overhead</td> <td style="text-align: right;">15,75,000</td> </tr> <tr> <td>Selling expenses</td> <td style="text-align: right;">4,21,000</td> </tr> <tr> <td>General expenses</td> <td style="text-align: right;">3,76,000</td> </tr> <tr> <td>Sales (2400 units)</td> <td style="text-align: right;">68,60,000</td> </tr> </tbody> </table> <p>Inventories as on 01-01-2020</p> <table style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td style="width: 80%;">Material</td> <td style="text-align: right; width: 20%;">2,80,000</td> </tr> <tr> <td>Finished goods</td> <td style="text-align: right;">2,00,000</td> </tr> </tbody> </table> <p>No work in process opening or ending inventory.</p> <p>Inventories on 30th June 2020</p> <table style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td style="width: 80%;">Material</td> <td style="text-align: right; width: 20%;">40,000</td> </tr> <tr> <td>Finished goods</td> <td style="text-align: right;">500 units</td> </tr> </tbody> </table> <p>Required:</p> <ol style="list-style-type: none"> i. No. of units manufactured ii. Value of Ending finished goods iii. Cost of Goods Sold Statement iv. Per unit Gross profit v. Per unit Net profit vi. Income Statement 		Rs.	Material purchased	25,00,000	Direct labour	21,25,000	Factory overhead	15,75,000	Selling expenses	4,21,000	General expenses	3,76,000	Sales (2400 units)	68,60,000	Material	2,80,000	Finished goods	2,00,000	Material	40,000	Finished goods	500 units
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Sales (2400 units)	68,60,000																						
Material	2,80,000																						
Finished goods	2,00,000																						
Material	40,000																						
Finished goods	500 units																						

<p>Q.No.4</p>	<p>Burhan & Company applies factory overhead to its production on the basis of direct labour hours. For the year 2018, the company estimated its expected actual capacity 300,000 direct labour hours, estimated fixed factory overhead Rs. 180,000 and estimated variable factory overhead Rs. 330,000. By the end of 2018 actual capacity attained was 280,000 direct labour hours and actual factory overhead for the year totaled Rs. 456,000.</p> <p>Required:</p> <ol style="list-style-type: none"> Total under and over applied FOH for the year Budgeted Variance Idle Capacity Variance 																					
<p>Q.No.5</p>	<p>Abid & Company received an order to manufacture 2000 pairs of shoes. The costs incurred in the manufacturing of this quantity were as follows</p> <p>Direct materials Rs. 50 per pair Direct labor Rs. 40 per pair Factory overhead applied at the rate of 50% of direct labor cost</p> <p>When the order was completed, it was found that 10% of the completed shoes had defects and had to be sold as 'seconds' or 'B' pairs at Rs. 88 each pair.</p> <p><u>You are required to prepare Journal entries when:</u></p> <ol style="list-style-type: none"> The loss on spoiled goods is not customary and is charged to the order. The loss on spoiled goods is customary and is not charged to the job but is charged to the entire production through factory overhead control account. 																					
<p>Q.No.6</p>	<p>Al Aziz Industry provides following information as to inventory changes of a certain material during the month of October 2017:</p> <table border="1" data-bbox="284 1212 1145 1494"> <tr> <td>October 1</td> <td>Balanced b/d</td> <td>100 units @ Rs. 12.00</td> </tr> <tr> <td>October 3</td> <td>Purchased</td> <td>100 units @ Rs. 14.00</td> </tr> <tr> <td>October 5</td> <td>Purchased</td> <td>100 units @ Rs. 13.00</td> </tr> <tr> <td>October 7</td> <td>Issued</td> <td>150 units</td> </tr> <tr> <td>October 9</td> <td>Issued</td> <td>100 units</td> </tr> <tr> <td>October 11</td> <td>Purchased</td> <td>100 units @ Rs. 15.00</td> </tr> <tr> <td>October 15</td> <td>Returned to supplier</td> <td>30 units purchased on Jan.3</td> </tr> </table> <p>Required:</p> <p>Record the above transaction in Perpetual Inventory Cards of the material using: (i) FIFO and (ii) LIFO.</p>	October 1	Balanced b/d	100 units @ Rs. 12.00	October 3	Purchased	100 units @ Rs. 14.00	October 5	Purchased	100 units @ Rs. 13.00	October 7	Issued	150 units	October 9	Issued	100 units	October 11	Purchased	100 units @ Rs. 15.00	October 15	Returned to supplier	30 units purchased on Jan.3
October 1	Balanced b/d	100 units @ Rs. 12.00																				
October 3	Purchased	100 units @ Rs. 14.00																				
October 5	Purchased	100 units @ Rs. 13.00																				
October 7	Issued	150 units																				
October 9	Issued	100 units																				
October 11	Purchased	100 units @ Rs. 15.00																				
October 15	Returned to supplier	30 units purchased on Jan.3																				
<p>Q.No.7</p>	<ol style="list-style-type: none"> What is the margin of safety? The breakeven is an excellent planning tool, please discuss. What is Contribution Margin? 																					
<p>Q.No.8</p>	<p>Distinguish between:</p> <ol style="list-style-type: none"> Cost center and Cost unit Product cost and Period cost Direct cost and Indirect cost Capital cost and Revenue Cost Prime cost and Conversion Cost. 																					



UNIVERSITY OF THE PUNJAB
B.B.A. (Hons.) Second Year: Annual – 2021

Roll No.

Paper: 2 Financial Management (Basic)

Time: 3 Hrs. Marks: 100

NOTE: Attempt any FIVE questions including Question # 1 which is compulsory.

Q1)	a) Write short notes on the following (5*4=20 marks) i. Unlimited liability ii. Balance sheet iii. Real rate of interest iv. Zero growth model b) Briefly answer the following questions (5*4=20 marks) i. What is finance? ii. Explain the concept of future value. iii. Differentiate between debt and equity. iv. What does "Fixed payment coverage ratio" measure?
Q2)	You plan to retire in exactly 20 years. Your goal is to create a fund that will allow you to receive \$20,000 at the end of each year for the 30 years between retirement and death (a psychic told you that you would die exactly 30 years after you retire). You know that you will be able to earn 11% per year during the 30-year retirement period. a. How large a fund will you need when you retire in 20 years to provide the 30-year, \$20,000 retirement annuity? b. How much will you need today as a single amount to provide the fund calculated in part (a) if you earn only 9% per year during the 20 years preceding retirement? c. What effect would an increase in the rate you can earn both during and prior to retirement have on the values found in parts a and b? Explain. (15 marks)
Q3)	Midland Utilities has outstanding a bond issue that will mature to its \$1,000 par value in 12 years. The bond has a coupon interest rate of 11% and pays interest annually. a. Find the value of the bond if the required return is (1) 11%, (2) 15%, and (3) 8%. b. Plot your findings in part a on a set of "required return (x axis)- market value of bond (y axis)" axes. c. Use your findings in parts a and b to discuss the relationship between the coupon interest rate on a bond and the required return and the market value of the bond relative to its par value. d. What two possible reasons could cause the required return to differ from the coupon interest rate? (15 marks)
Q4)	Home Place Hotels, Inc., is entering into a 3-year remodeling and expansion project. The construction will have a limiting effect on earnings during that time, but when it is complete, it should allow the company to enjoy much improved growth in earnings and dividends. Last year, the company paid a dividend of \$3.40. It expects zero growth in the next year. In years 2 and 3, 5% growth is expected, and in year 4, 15% growth. In year 5 and thereafter, growth should be a constant 10% per year. What is the maximum price per share that an investor who requires a return of 14% should pay for Home Place Hotel's common stock? (15 marks)
Q5)	An insurance agent is trying to sell you an immediate- retirement annuity, which for a single amount paid today will provide you with \$12,000 at the end of each year for the next 25 years. You currently earn 9% on low-risk investments comparable to the retirement annuity. Ignoring taxes, what is the most you would pay for this annuity? (15 marks)

Q6)	<p>The Salem Company bond currently sells for \$955, has a 12% coupon interest rate and a \$1,000 par value, pays interest annually, and has 15 years to maturity.</p> <p>a. Calculate the yield to maturity on this bond.</p> <p>b. Explain the relationship that exists between the coupon interest rate and yield to maturity and the par value and market value of a bond.</p> <p style="text-align: right;">(15 marks)</p>																
Q7)	<p>Misty needs to have \$15,000 at the end of 5 years to fulfill her goal of purchasing a small sailboat. She is willing to invest a lump sum today and leave the money untouched for 5 years until it grows to \$15,000, but she wonders what sort of investment return she will need to earn to reach her goal. Figure out the approximate annually compounded rate of return needed in each of these cases:</p> <p>a. Misty can invest \$10,200 today.</p> <p>b. Misty can invest \$8,150 today.</p> <p>c. Misty can invest \$7,150 today.</p> <p style="text-align: right;">(15 marks)</p>																
Q8)	<p>McDougal Printing, Inc., had sales totaling \$40,000,000 in fiscal year 2012. Some ratios for the company are listed below. Use this information to determine the dollar values of various income statement and balance sheet accounts as requested.</p> <p style="text-align: center;">McDougal Printing, Inc. Year Ended December 31, 2012</p> <table style="margin-left: auto; margin-right: auto;"> <tr> <td>Sales</td> <td style="text-align: right;">\$40,000,000</td> </tr> <tr> <td>Gross profit margin</td> <td style="text-align: right;">80%</td> </tr> <tr> <td>Operating profit margin</td> <td style="text-align: right;">35%</td> </tr> <tr> <td>Net profit margin</td> <td style="text-align: right;">8%</td> </tr> <tr> <td>Return on total assets</td> <td style="text-align: right;">16%</td> </tr> <tr> <td>Return on common equity</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Total asset turnover</td> <td style="text-align: right;">2</td> </tr> <tr> <td>Average collection period</td> <td style="text-align: right;">62.2 days</td> </tr> </table> <p>Calculate values for the following:</p> <p>a. Gross profits</p> <p>b. Cost of goods sold</p> <p>c. Operating profits</p> <p>d. Operating expenses</p> <p>e. Earnings available for common stockholders</p> <p>f. Total assets</p> <p>g. Total common stock equity</p> <p>h. Accounts receivable</p> <p style="text-align: right;">(15 marks)</p>	Sales	\$40,000,000	Gross profit margin	80%	Operating profit margin	35%	Net profit margin	8%	Return on total assets	16%	Return on common equity	20%	Total asset turnover	2	Average collection period	62.2 days
Sales	\$40,000,000																
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Total asset turnover	2																
Average collection period	62.2 days																



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Second Year: Annual – 2021

Paper: 3 (Principles of Marketing)

Roll No.

Time: 3 Hrs. Marks: 100

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

Q: 1	Discuss how companies can react to the marketing environment.	20
Q: 2	Define market differentiation and positioning. Explain how to develop an integrated marketing mix.	20
Q: 3	Define business market and explain how business market differs from consumer market.	20
Q: 4	Define the consumer market and construct a simple model of consumer buyer behavior.	20
Q: 5	Define consumer market. Describe in detail the four major factors that influence consumer buying behavior.	20
Q: 6	Define marketing environment. Discuss the various internal and external factors that influence marketing environment.	20
Q: 7	Describe the stages of product life cycle and how marketing strategies change during Product life cycle.	20



UNIVERSITY OF THE PUNJAB
B.B.A. (Hons.) Second Year: Annual – 2021

Roll No.

Paper: 4 (Visual Programming Concept)

Paper Code: 4

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

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.2. Attempt any *THREE* questions from the following.

(3x10=30)

- I. What are the types of operator explain in detail with its examples.
2. Write a program where we take integer as input and check whether it is even or odd. If user press "0" then it should exit from the program.
3. Input of two numbers which display the area of a right angle triangle.
4. Display 20 digits which show the integer in descending and ascending order.



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Second Year: Annual – 2021

Paper: 4 (Visual Programming Concept)

Paper Code: 4

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

Division of marks is given in front of each question.

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

Q.1. Encircle the right answer cutting and overwriting is not allowed. (25x2=50)

- 1: Val function translates a value to a variable...
a) numeric b) alphabetic c) char d) none of these
- 2: Which of the following box provides a set of choices to the user...
a) Text b) Combo c) Command d) list
- 3: Which of the following property is common for many tools...
a) name b) window status c) place d) location
- 4: Which of the following is true about disabled menu item does not appear in the ...
a) title bar b) status bar c) standard bar d) menu bar
- 5: Which statement checks any undeclared variables and reports to the user about the error...
a) dim b) external c) looping d) iteration
- 6: Which of the following arrays can be declared when the user may not know the exact size of the array at design time...
a) dynamic array b) dimensional array c) two-dimensional array d) none of these
- 7: In an array will have the same properties as...
a) controls b) address c) access d) location
- 8: Which of the following appears at the top of the screen...
a) menu b) title c) debug d) tool
- 9: Which option is true when the user clicks a button is opened...
a) a method b) an event c) a property d) a setting
- 10: An algorithm is...
a) a logical sequence of steps that solve a problem
b) a tool that designs computer programs
c) a mathematical formula that solves a problem
d) a tempo for classical music played in a code
- 11: Visual Basic language launched early in...
a) The 1990s b) The 1980s c) The 1970s d) The 1960s
- 12: Which of the following example is true about visual programming...
a) controls object b) ADO.NET c) ASP.NET d) all of these
- 13: Which of the following is not a component of IDE...
a) tool box b) start menu c) designer windows d) solution explorer

- 14: In the options, which is in not a property of the Common control class...
 a) font b)back colour c) show d) name
- 15: The function procedures by default are...
 a) protected b) inherited c) public d) private
- 16: Which function call for the exit sub procedure , function procedure...
 a) exit for b) break c) exit do d) exit
- 17: Which of the following is used to hide the content in textbar...
 a) caption b) hidden c) password char d) name
- 18: Which of the following is used to represent the items in a hierarchical manner...
 a) progress bar b) tree view c) grid view d) none of these
- 19: Which statements enable to trap run time error...
 a) on run-time error b) error c) on error d) all of these
- 20: Which of the following ~~method is used to remove a dialog box in from view...~~
 a) display b) hide c) enable d) disable
- 21: Data type 'long' contains...
 a) 4 b) 8 c) 2 d) 16
- 22: Which of the following is corret size of float data type...
 a) 8 Bytes b) 4 Bytes c) 6 Bytes d) 10 Bytes
- 23: Which of the folowing is Correct statement about strings...
 a) a string is primitive in nature b) a string is created on the stack
 c) created of string on a stack or on a heap d) a string created on heap
- 24: Which of the following is true types of 'Data Conversion'...
 a) explicit Conversion b) implicit Conversion
 c) Implicit Conversion and Explicit Conversion d) None of the mentioned
- 25: Which of the following is the subset of integer data type...
 a) long, ulong, uint b) long ,ulong, ushort
 c) long, float, short d) long, float, double



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Second Year: Annual – 2021

Paper: 5 (Introduction to Micro Economics)

Paper Code: 5

Roll No.

Time: 3 Hrs. Marks: 100

NOTE: Attempt any FIVE questions in all while Question No. 1 is Compulsory. All questions carry equal marks.

SECTION 1

Q No. 1: Define the Following Terms. All Questions Carry Equal Marks (2* 10 = 20)

1. Differentiate between Stock and Supply?
2. Define Sunk Cost?
3. What is meant by an indifference curve?
4. Define and draw the Budget Line
5. What are Giffen Goods?
6. What is difference between demand and quantity demand?
7. Define Microeconomics?
8. What is Consumer Surplus
9. How do you define the Price Discrimination?
10. What is elasticity of demand also show the formula?

SECTION 2

Q No. 2: Define and discuss the Law of Supply, discuss its assumptions and limitations, support your answer through graphs and examples? (20)

Q No. 3: Define cross price elasticity of demand and through the given example calculate the cross price elasticity of demand and also interpret the results? (20)

Price of X-Product (Rs)	Quantity Demanded of Y-Product (Units)
20	40
25	45

Q No. 4: What is market, define market equilibrium and also discuss how law of demand and law of supply intersect each other to balance shortage and surplus into the equilibrium? (20)

Q No. 5: Define Imperfect Competition, lists down its assumptions and discuss how price is determined through when a firm earns normal profit and normal loss? (20)

Q No. 6: What are market imperfections/rigidities, how these rigidities affect the market forces to not get into the equilibrium, discuss the answer through examples? (20)

Q No. 7: Write a note on any TWO of the followings? (20)

- i. Law of Supply
- ii. Public and Private Goods
- iii. Short Run & Long Run Cost Curves



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Second Year: Annual – 2021

Paper: 6 (Introduction to Psychology)

Paper Code: 6

Roll No.

Time: 3 Hrs. Marks: 100

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

- Q.1 Define Psychology. describe its branches in detail
- Q.2 Describe Survey and interview I n detail.
- Q.3 What is perception? how it helps in our decisions.
- Q.4 Differentiate between perceptual problem and illusion.
- Q.5 Define Motives. Explain its importance in educational psychology.
- Q.6 What do you mean by Emotion? Explain expressions of Emotions.
- Q.7 What is learning? Describe any two kinds of learning.
- Q.8 Define Thinking. Explain critical thinking in detail.
- Q.9 Write a short note on the following
 - A) Introspection
 - b) Modern Phycology



**NOTE: Attempt FIVE (5) questions including Question No. 1 which is compulsory.
All questions carry equal marks.**

Objective Part

Q.No.1 Briefly explain any ten (10) Terms given below:-

- 1) Voluntary Association
- 2) Goodwill
- 3) Bonus Shares
- 4) Separate legal Entity
- 5) Collateral Security
- 6) Underwriter
- 7) Paid up Capital
- 8) Issue of shares at discount
- 9) Debt Equity Ratio
- 10) Cum-Interest & Ex- Interest
- 11) Called up Capital
- 12) Formula of Quantum of Bonus
- 13) Creditors Turnover Ratio
- 14) Common Seal
- 15) Issue of shares at premium

Subjective Part

Q.No.2. A balance sheet of Aqsa Industries Ltd. on 31-12-2019 is as follows:-

Liabilities	Rs.	Assets	Rs.
Authorized Capital:		Sundry Assets	32,75,000
1,000,000 shares of Rs.10 each	10,000,000	Cash at Bank	2,00,000
Issued, subscribed & Paid up Capital			
250,000 shares of Rs.10 each	25,00,000		
General Reserve	4,00,000		
Un-appropriated Profit	2,50,000		
Share Premium	1,25,000		
Long Term Debt	2,00,000		
	34,75,000		34,75,000

The Directors of the company made the following recommendations which were approved by the shareholders in the Annual General Meeting:-

- a) Long-Term Debt of Rs. 200,000/- converted into share capital by the issue of ordinary shares of Rs.10 each at Rs.12.50 each.
- b) Bonus shares be issued at the rate of 15% on the ordinary shares out of the General reserve and un-appropriated profit in equal proportion.
- c) The directors also decided to issue right shares at the rate of five shares for every twenty-five shares held. The shares will be issued at par. The right shares were offered and fully subscribed.

REQUIRED : Record necessary journal entries to give effect to the recommendations of Board of Directors.

Q.No. 3 Silver Star company has outstanding 6% debentures of Rs.600,000/- on 1st January 2020. The company pays interest on 30 June and 31st December.

It purchases debentures of Rs.60,000 for cancellation on 1st May 2020 at Rs.101 cum-interest. It further purchases debentures for redemption of Rs.120,000 on 1st September, 2020 at Rs.98 ex-interest.

Required: You are required to pass the necessary journal entries in the books of the company for the year 2020.

Q.No. 4 The following is the Balance Sheet of Gohar Enterprises Limited as on 30.06.2021.

LIABILITIES	RS.	ASSETS	RS.
Equity share capital	4,00,000	Goodwill	2,40,000
Reserve & Surpluses	80,000	Fixed assets	5,60,000
Profit and loss account	1,20,000	Stock	1,20,000
12% Mortgage loan	2,00,000	Investment (Short term)	40,000
Sundry creditors	1,60,000	Cash	1,20,000
Bank overdraft	40,000		
Provision for taxation	80,000		
Total	10,80,000	Total	10,80,000

From the balance sheet given above, work out the following ratios:-

- a) Current Ratio c) Debt-equity Ratio
b) Proprietary Ratio d) Acid Test Ratio

Q.No. 5 The following is the Balance Sheet of a Sara Textile Limited, as on December 31st 2020.

LIABILITIES	RS.	ASSETS	RS.
Equity share capital	120,000	Fixed Assets 360,000	
Reserve & Surplus	80,000	Less Dep. (100,000)	260,000
6% mortgage Debentures	140,000	Current Assets:	
Current Liabilities:		Cash	10,000
Sundry creditors	12,000	Investments	30,000
Bills payable	20,000	(Govt. Securities @ 10%)	
Outstanding expense	2,000	Sundry debtors	40,000
Provision for taxation	26,000	Stock	60,000
Total	400,000	Total	400,000

Other information.

- i) Net sales Rs.6,00,000 ii) Cost of goods sold Rs.5, 16,000
iii) Net income before tax Rs.40,000 iv) Net income after tax Rs.20,000

Required: From the Balance Sheet given above, calculate the following ratios:

- a) Current Ratio
b) Acid test ratio
c) Gross Profit ratio
d) Operating ratio
e) Stock turnover ratio

Q.No. 6 A departmental stores carries on its business through three departments, A, B and C.

i) The following information for 2018 is now made available to you;

Salaries and Commission Rs.10,200, Rent and Rates Rs.3,000, Insurance Rs.1,260; Miscellaneous Expenses Rs.2,610. All these expenses are chargeable to each department in proportion to the cost of the articles sold in the respective departments.

ii) The following balances as at 31-12-2018 were ascertained:

	Deptt. A	Deptt. B	Deptt. C
Opening Stock at cost	10,000	6,000	15,000
Purchases	1,00,000	60,000	20,000
Sales	96,000	62,000	19,000
Closing stock at cost	23,000	8,000	6,000

Requirement: You are required to prepare Departmental Trading & Profit & Loss Account to show the final results of each department.

Q.No. 7 Define a Public Limited Company. What is the procedure for its formation?



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Second Year: Annual – 2021

Roll No.

Paper: 8 (Corporate Law/Company Law)

Paper Code: 8

Time: 3 Hrs. Marks: 100

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

Q: 1	Write brief notes on the following. a. Director b. Shareholder c. Right shares d. Registrar	(4x5) 20
Q: 2	Write down different modes of "Winding up" of a company and discuss its consequences as per Law?	20
Q: 3	What is debenture? Differentiate in between shares and debenture. Also discuss types of Debenture as well?	20
Q: 4	The memorandum of association is the document which with the articles of association provides the legal constitutions of a company. Discuss comprehensively the contents of memorandum of association and article of association of company?	20
Q: 5	Define Capital? Discuss its various types in detail? Also discuss the various source of capital for a company?	20
Q: 6	What is Chief Executive? How is he appointed? What are his terms of appointment and how he is removed from his post?	20
Q: 7	What is "STATUTORY MEETING" of the company? Discuss with reference to provisions of Company Ordinance, 1984 of Pakistan?	20



NOTE: Attempt any FIVE questions including Question # 1, which is compulsory.

SECTION 1

Q No. 1: Define the Following Terms. All Questions Carry Equal Marks (10* 04 = 40)

- i. Define Macroeconomics?
- ii. How unemployment is measured?
- iii. State who are not-in-labor-force?
- iv. What is trade deficit?
- v. Define natural resources?
- vi. What budget deficit?
- vii. How unemployment is measured?
- viii. Define economic growth?
- ix. Why agriculture sector is important for any country?
- x. How per capita income is measured?

SECTION 2

Attempt any four questions of your choice and all questions carry equal marks (4*15 = 60)

Q No. 2: What are the key indicators to secure economic growth and economic development for the country like Pakistan?

Q No. 3: What is monetary policy, who controls it and how is it important for a country?

Q No. 4: Who are four economic agents / actors and also show off and discuss the circular flow of the income?

Q No. 5: What is per capital income approach, what are its shortcomings?

Q No. 6: What is capital formation, what are the measures to improve capital formation in case of Pakistan?

Q No. 7: What is difference between real and nominal GDP, which one is important and why?



UNIVERSITY OF THE PUNJAB
B.B.A. (Hons.) Second Year: Annual – 2021

Roll No.

Paper: 10 Statistics (Elementary)

Paper Code: 10

Time: 3 Hrs. Marks: 100

NOTE: Attempt any FIVE questions including Question # 1, which is compulsory.

SECTION 1

Q No.1: Define the following terms. Use examples and graph where necessary.

(2*10=20)

1. Continuous Data
2. Histogram
3. Sample Space
4. Descriptive Statistics
5. Sampling
6. Normal Distribution
7. Grouped Data
8. Standard Deviation
9. Index Number
10. Probability

SECTION 2

Q No 2:(a):Construct a component bar chart from the following information:

(10)

Division	Both sexes	Male	Female
Peshawar	64	33	31
Rawalpindi	40	21	19
Sargodha	60	32	28
Lahore	65	35	30

(b): Draw a simple bar diagram to represent the profits of a bank for five years?

(10)

Years	1989	1990	1991	1992	1993
Profit(Million Rs)	10	12	18	25	40

Q No:3 : Calculate the mean deviation from median and coefficient of mean deviation from the followings?(20)

Weights(Grams)	65-84	85-104	105-124	125-144	145-164	165-184	185-204
f	9	10	17	10	5	4	5

- Q No4** A retail outlet for air conditioners believes that its weekly sales are dependent upon the average temperature during week. It picks at random 6 weeks and finds that its sales are related to the average temperature in these weeks as follows: (20)

Mean Temperature(F°)	72	77	82	43	31	55
Sales	4	5	6	1	0	2

Calculate the correlation coefficient between the mean temperature and the retail outlet's sales?

- Q No5(a):** Draw all possible samples of size two with replacement from the population 2,2,8. Show that the population mean is equal to the mean of means of all samples and population variance is twice the variance of sample mean? (10)

- (b): Given the data: (10)

$$N_1=6, n_1=3, X_1=3$$

$$N_2=5, n_2=2, X_2=2$$

Find the $E(\hat{P}_1 - \hat{P}_2)$ and $Var(\hat{P}_1 - \hat{P}_2)$ when sampling is done with replacement?

- Q No6 (a):** If a fair die is rolled. Find the probability that: (10)

- i) Face is even number
- ii) Face is odd number

- (b): A card is selected at random from a deck of playing cards. Find the probability that the card is king or queen? (10)

- Q No7(a):** The blood pressure of 90 men has a mean of 128.9 mm of mercury and a standard deviation of 17 mm of mercury. Assuming that these are a random sample of blood pressures, Calculate a 99% confidence interval for the mean blood pressure in the population? (10)

- (b): A home heating oil delivery company would like to estimate the annual usage for its customers who live in single family homes. A sample of 100 customers indicated an average annual usage of 1103 gallons and a sample standard deviation of 327.8 gallons. At 1% level of significance, is there evidence that the average annual usage exceeds 1000 gallons per year? (10)



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Second Year: Annual – 2021

Roll No.

Paper: 11 (Money & Banking)

Paper Code: 11

Time: 3 Hrs. Marks: 100

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

Q: 1	Define Banks and write in detail functions of different types of Banks.	15
Q: 2	Define Money and explain in detail the functions of money.	15
Q: 3	Critically examine Quantity Theory of Money and also discuss its limitations.	15
Q: 4	Define Monetary Policy and explain in detail its tools.	15
Q: 5	Letter of Credit promotes international trade discuss. Also explain different types of Letter of Credit.	15
Q: 6	What are different types of securities that are accepted by a Bank?	15
Q: 7	Write Short Notes on: a) Current Accounts b) Dishonor of Cheque c) Barter System d) Cash Reserve Ratio e) Trade Cycle f) Inflation g) Lender of Last resort h) Proforma Invoice i) Proportionate Reserve System j) Fiat Money	(10X4) 40



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Third Year: Annual – 2021

Roll No.

Paper: 1 (Credit Management)

Paper Code: 1

Time: 3 Hrs. Marks: 100

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

Q: 1	Explain in detail the rôle of Credit in economic growth.	20
Q: 2	Explain in detail the process of Credit Appraisal.	20
Q: 3	Develop a note to highlight financing of Retail and Service Credit Transaction.	20
Q: 4	Write a Critical note on Consumer Collection Policies and Practices.	20
Q: 5	“Home Mortgage has provided shelter to the needy” Elaborate in context with Home Mortgages.	20
Q: 6	Define Mortgage and discuss in detail different types of mortgages.	20



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Third Year: Annual – 2021

Roll No.

Paper: 2 (Business Research Methods)

Paper Code: 2

Time: 3 Hrs. Marks: 100

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

Q:1	Briefly discuss the following: I. Systematic sampling II. Ambiguous questions III. Null hypotheses IV. Mediating variables V. Testability	(4x5=20)
Q:2	Define business research and its types. Explain the relationship between business research and managers.	(20)
Q:3	Why primary sources of data is important in business research and what are different sources of collecting primary data?	(20)
Q:4	Define observational studies. What is the difference between structured versus unstructured observational studies and what are advantages and disadvantages of observational studies?	(20)
Q:5	What is meant by literature review? Discuss the points ensure good literature review and how a researcher can conduct literature review?	(20)
Q:6	What is the difference between internal and external validity of experiments? Explain the factors affecting the validity of experiments.	(20)
Q:7	Write note on the hallmarks or main distinguishing characteristics of scientific research.	(20)



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Third Year: Annual – 2021

Paper: 3 (Mercantile Law)

Paper Code: 3

Roll No.

Time: 3 Hrs. Marks: 100

SECTION – I

Q.1 Attempt any FOUR questions. All questions carry equal marks. (4x15=60)

- i. All contracts are agreements, but all agreements are not contracts. Explain the validity of this statement along with essentials of a valid contract. (15)
- ii. Differentiate between offer and invitation to offer. Explain the process through which offer can be revoked. (15)
- iii. Define Bailment. What are rights and duties of Bailor. (15)
- iv. Agreements without considerations are void. Briefly explain this statement. What is exception to this general rule? (15)
- v. Differentiate between fraud and misrepresentation. (15)
- vi. What are rights and duties of partners in a partnership to each other? (15)
- vii. What are the legal requirements of timings of laborers, children and women in a factory? Explain in detail. (15)

SECTION – II

Q.2. Explain any TEN of the following.

(10x4=40)

- i. Void agreement
- ii. Misrepresentation
- iii. Partnership at will
- iv. Caveat Emptor
- v. Time Barred Debt
- vi. Time Lapse
- vii. Privity to Contract
- viii. Sleeping Partner
- ix. Active partner
- x. Cross offer
- xi. Hypothecation
- xii. Consideration
- xiii. Invitation to offer
- xiv. Fiduciary relationship
- xv. Parda Nasheen Lady



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Third Year: Annual – 2021

Roll No.

Paper: 4 (Web Engineering)

Paper Code: 4

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

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

NOTE: Attempt any THREE questions from the following.

(3x10=30)

Q. No. 2:

Write a note on Cookies, web page and HTML in detail.

Q. No. 3:

What is web explain web system architecture in detail.

Q. No. 4:

Define and explain JDBC drivers in detail.

Q. No. 5:

Write HTML Code that creates puzzle looking table as follows:

Top		
Way left	Middle Up	Way right
	Middle Down	
Bottom		



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Third Year: Annual – 2021

Paper: 4 (Web Engineering)

Paper Code: 4

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

Division of marks is given in front of each question.

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

Q.1. Encircle the right answer cutting and overwriting is not allowed. (25x2=50)

1. element-width property can be used to set the width of an element

- a) True
- b) False

2. which of the following statements is/are true?

- a) Hiding an element can be done by setting the display property to "none"
- b) Hiding an element can be done by setting visibility property to "hidden"
- c) Both a and b above
- d) Hiding an element can be done by setting block property to "hidden"

3. Elements in CSS cannot be positioned unless the position property is set first

- a) True
- b) False

4. The _____ property specifies the stack order of an element

- a) d-index
- b) s-index
- c) x-index
- d) z-index

5. What language defines the behavior of a web page?

- HTML
- CSS
- XML
- Java Script

6. Which of the following is the tainted property of a window object in Java Script?

- a) Pathname
- b) Protocol
- c) Defaultstatus
- d) Host

7. How to append a value to an array of Java Script?

- a) `arr[arr.length] = value`
- b) `arr[arr.length+1] = new Arrays()`
- c) `arr[arr.length-1] = value`
- d) `arr[arr.length*1] = value`

8. Why so Java and Java Script have similar name?

- a) Java Script is a stripped-down version of Java
- b) The syntax of Java is loosely based on Java syntax
- c) They both support Object Oriented Programming
- d) None of the above

9. Which machine actually executes the Java Script?

- a) The web server
- b) The machine web browser
- c) Java Script engine
- d) Both A and C

10. Which of the following attributes below are used for a font name?

- a) Fontname
- b) fn
- c) font
- d) face

11. Is `width="100"` and `width="100%"` the same?

- A) No
- b) Yes

12. What are `<div>` tags used for?

- a) To replace paragraphs. i.e. p tags
- b) To logically divide the paragraphs
- c) To logically divide the document
- d) To provide space between tables

13. What is cell padding?

- a) Used to separate cell walls from their contents.
- B) Used to set space between cells
- c) Both a and b above
- d) Used to provide width to a cell

14. Can I play audios in HTML?

- a) No b) Yes

15. What attribute is used to specify number of rows?

- A) Rownum b) Rownumb c) m d) Rowspan

16. Which of the following ways below is correct to write a CSS?

- a) p {color:red;text-align:center}; b) p {color:red;text-align:center}
c) p {color:red;text-align:center;} d) p (color:red;text-align:center;)

17. The _____ selector is used to specify a style for a single, unique element

- a) Id b) class c) text d) bit

18. Choose the correct HTML tag to make a text bold?

- a. b. <bold> c. <bb> d. <bld>

19. What is the correct HTML for adding a background color?

- a. <body color="yellow"> b. <body bgcolor="yellow">
c. <background>yellow</background> d. <body background="yellow">

20. Choose the correct HTML tag for the smallest size heading?

- a. <heading> b. <h6> c. <h1> d. <head>

21. What is the correct HTML tag for inserting a line break?

- a.
 b. <lb> c. <break> d. <newline>

22. What does link attribute mean?

- a. visited link b. virtual link c. very good link d. active link

23. tag makes the enclosed text bold. What is other tag to make text bold?

- a. b. <dar> c. <black> d. <emp>

24. Tags and test that are not directly displayed on the page are written in _____ section.

- a. <html> b. <head> c. <title> d. <body>

25. Which tag inserts a line horizontally on your web page?

- a. <hr> b. <line> c. <line direction="horizontal"> d. <tr>



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Third Year: Annual – 2021

Paper: 5 (Human Resource Management)

Paper Code: 5

Roll No.

Time: 3 Hrs. Marks: 100

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

1. Write short notes on the following: 20
 - a. Human Capital
 - b. Job Rotation
 - c. Succession Planning
 - d. Situational Interview
 - e. Employee Orientation

2. Describe the types of information typically found in a job specification. 20

3. How would you explain the fact that structured interviews, regardless of content, are more valid than unstructured interviews for predicting job performance? 20

4. What are some typical on-the-job training techniques? What do you think are some of the main drawbacks of relying on informal on-the-job training for breaking new employees into their jobs? 20

5. What is the purpose of a performance appraisal? 20

6. Why should managers think of staffing, training, appraising, and paying employees as a talent management process? 20



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Third Year: Annual – 2021

Paper: 6 (Auditing)

Paper Code: 6

Roll No.

Time: 3 Hrs. Marks: 100

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

Q.1 Write a note on the following:

- a) Window dressing
- b) Errors of Commission
- c) Financial audit
- d) Routine checking
- e) Five advantages of an audit program

Q.2 Define final audit. What are its merits and demerits?

Q.3 Elaborate internal control system. Suggest a suitable system of internal check over sales of a large manufacturing concern.

Q.4 Define verification. What are the six point's techniques of verification?

Q.5 Describe the special points involved in examining the accounts of Textile Mills LTD.

Q.6 Briefly explain the rights and duties of an auditor of a public limited company. Under Companies Act 2017

Q.7 Explain in detail the techniques used by the auditors in vouching the following:

- i) Payments to Creditor
- ii) Bills receivable
- iii) Interest Expense
- iv) Rent Expenses



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Third Year: Annual – 2021

Paper: 8 (Management Information System) Paper Code: 8 Time: 1 Hr. Marks: 40

Roll No. in Fig.

Roll No. in Words.

ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY

Signature of Supdt.:

Division of marks is given in front of each question.

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

Q.1. Select the most suitable choice.

(20x2=40)

1. The term used to describe those people whose jobs involve sponsoring and funding the project to develop, operate, and maintain the information system is

- A) information worker
- B) internal system user
- C) systems owner
- D) external system user

2. The person who ensures that systems are developed on time, within budget, and with acceptable quality is a

- A) systems designer
- B) project manager
- C) systems owner
- D) external system user

3. Which one of the following is not a business driver for an information system?

- A) business process redesign
- B) knowledge asset management
- C) proliferation of networks and the Internet
- D) security and privacy

4. A task of developing a technical blueprint and specifications for a solution that fulfills the business requirements is undertaken in the following phase of the system development process

- A) system initiation
- B) system implementation
- C) system analysis
- D) system design

5. If a university sets up a web-based information system that faculty could access to record student grades and to advise students, that would be an example of a/an

- A) CRM
- B) Intranet
- C) ERP
- D) Extranet

6. Which of the following is not a technology driver for an information system?

- A) enterprise applications
- B) object technologies
- C) knowledge asset management
- D) collaborative technologies

7. Which of the following is a deliverable of the system implementation phase in a formal system development process?

- A) technical hardware and software solution for the business problem
- B) business problem statement
- C) statement of the system users' business requirements
- D) technical blueprint and specifications for a solution that fulfills the business requirements

8. An information system that supports the planning and assessment needs of executive management is

- A) DSS
- B) TPS
- C) ERP
- D) MIS

9. Decision makers who are concerned with tactical operational problems and decision making are

- A) middle managers
- B) executive managers
- C) Supervisors
- D) mobile managers

10. Critical _____ factors are those that are vital if a manager is to make a full contribution to the achievement of an organization's goals
- A) Tactical b) Success c) Decision d) Concise
11. The manager of inventory would most likely be found in the
- a) finance function b) marketing function
c) manufacturing function d) information systems function
12. In which way is a managerial information system (MIS) superior to electronic data processing (EDP)?
- A) It is batch oriented b) It is most cost effective
C) It provides summary reports without details d) All of the above
13. An organization containing manufacturing, marketing, and finance areas is called a
- A) matrix organization b) flow network organization
c) modular organization d) functional organization
14. Central purpose of most decision-support systems is
- A. to build a model of the decision-making problem B. to build a model of the decision-making problem
B. to build an expert system D. to determine the key decisions in the problem area
15. Strategic information is required by
- a) Middle managers b) Line managers c) Top managers d) All workers
16. Data mining cannot be done if
- A) operational data has not been archived
B) earlier management decisions are not available
C) the organization is large all processing had been only batch processing
D) None of them
17. In motor car manufacturing the following type of information is operational
- A) Decision on introducing a new model b) Scheduling production
c) Assessing competitor car d) Computing sales tax collected
18. Edit program is required to
- A) authenticate data entered by an operator b) format correctly input data
c) detect errors in input data d) expedite retrieving input data
19. Tactical information is needed for
- A) Day to day operations b) Meet government requirements
c) Long range planning d) Short range planning
20. For taking decisions data must be
- A) Processed correctly B) Collected from diverse sources
c) Massive d) Very accurate



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Third Year: Annual – 2021

Paper: 8 (Management Information System) Paper Code: 8

Roll No.

Time: 2 Hrs. Marks: 60

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.2. Attempt the following short questions

(5x4=20)

1. Define MIS and explain functions of it?
2. Define GDSS and explain why it important in detail.
3. How EIS works briefly explain it?
4. What is system explain its working?
5. What is exceptional report explain it basic needs?

Note: Attempt any *FOUR* questions from the following.

(4x10=40)

Q.No.3

(10)

What is reporting system explain its flow in the management.

Q.No.4

(5+5)

- a) How DSS and ES works explain in detail with diagram.
- b) What is centralized and Decentralized database explain in detail

Q.No.5

(5+5)

- a) What are the basic structure of MIS explain with diagram in detail.
- b) Define and explain the models of the systems in detail.

Q.No.6

(5+5)

- a) Define and explain the decision making process explain it in detail.
- b) How to develop the system by using developing procedure.

Q.No.7

What is the impact of I.t in management information system explain its functions in detail. **(10)**



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Third Year: Annual – 2021

Roll No.

Paper: 7 (Taxation Management) (Basic)

Paper Code: 7

Time: 3 Hrs. Marks: 100

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

OBJECTIVE TYPE

(3X10X=30)

Q 1: Define the following:

- (1) Approved Gratuity Fund
- (2) Charitable Purposes
- (3) Debt
- (4) Eligible Person
- (5) Intangible
- (6) Startup
- (7) KIBOR.
- (8) Stock Fund
- (9) Pakistan Source Income
- (10) Transitional tax Year

SUBJECTIVE TYPE

- Q 2 What do you mean by "Rent Chargeable to Tax" List down the income exempt from tax. List down the income from property not taxable under Section 15 (Marks17.5)
- Q.3 Why is the distinction between capital and revenue considered to be of vital important? How would you differentiate between capital and revenue receipts? (Marks17.5)
- Q.4 Discuss the various types of reliefs and allowances which can be claimed as tax credits by an individual. (Marks 17.5)
- Q.5 Explain the legal provisions governing the exemption of the following under the second schedule of the Income Tax Ordinance 2001: (Marks 17.5)
- (a) Income of Educational Institutions
 - (b) Amount of Gratuity or Commutation of Pension
 - (c) Agricultural Income
- Q.6 What are the legal provisions governing the residential status of an individual, AOP and Company in Pakistan (Marks 17.5)
- Q.7 State with reasons whether the following expenses are allowed by the income tax officer while assessing income from business: (Marks17.5)
- a) Preliminary Expenses
 - b) Underwriting Commission
 - c) Reserve for Doubtful Debts
 - d) Fine and Penalties
 - e) Charity Paid to a Beggar

Q 8 Compute the taxable income of Mr. Irfan who during the tax year ended 30th June 2020 derived income from the following sources: (Marks 17.5)

Salary	Rs. 8,95,000
Annual leave fare assistance	79,600
Interest free loan received from employer	14,00,000
Overtime payments received	50,500
Encashment of leave preparatory to retirement	90,000
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. 12,00,000	
Gratuity received from the employer (Approved by Board)	3,25,000
Reimbursement of gas, water and electricity bills	90,000
Taxable income from gifted property	2,80,000
Profit from speculation business	2,50,000
Loss from other speculation business	1,75,000
Profit on sale of inherited jewelry (Holding period more than 12 months)	90,000
Zakat deducted	44,620
Prize on prize bond	20,000
Tax deducted at source	22,000
Amount claimed for rebate:	
e) Shares of listed company purchased sold by Privatization Commission of Pakistan	60,000
f) Donation to Punjab University	42,000

Required: Computer taxable income and tax payable

Tax rate for salaried person year 2020:		
1	Where taxable income does not exceed Rs. 600,000	0%
2	Where taxable income exceeds Rs. 600,000 but does not exceed Rs.1200,000	5% on the amount exceeding Rs. 600,000
3	Where taxable income exceeds Rs. 12,00,000 but does not exceed Rs.18,00,000	Rs. 30,000 + 10% of exceeding Rs. 12,00,000
4	Where taxable income exceeds Rs. 18,00,000 but does not exceed Rs.25,00,000	Rs. 90,000 + 15% on the amount exceeding Rs. 18,00,000
5	Where taxable income exceeds Rs. 25,00,000 but does not exceed Rs.35,00,000	Rs. 195,000 + 17.5% on the amount exceeding Rs. 2,500,000
6	Where taxable income exceeds Rs. 35,00,000 but does not exceed Rs.50,00,000	Rs. 3,70,000 + 20% on the amount exceeding Rs.35,00,000



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Third Year: Annual – 2021

Roll No.

Paper: 9 (Development Economics/International Economics)
Paper Code: 9

Time: 3 Hrs. Marks: 100

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

Q.1. Define the Followings?

- | | |
|-----------------|------------------------------|
| i. Investment | Vi. Foreign Aid |
| ii. Free Trade | Vii. Brain Drain |
| iii. Technology | Viii. Positive Externalities |
| iv. Labor Force | Ix. Human Capital |
| v. Dependence | X. Indirect Taxes |

Q.2. Critically discuss the New Growth theory of economic development? What is the role of technological progress in the development of the world economy?

Q.3. Distinguish between size and functional distributions of income in a nation? Which is the most appropriate concept? Explain?

Q.4. Define national income and its various concepts? Discuss the measurement of national income with the help of circular flow diagram?

Q.5. Define inflation and its various concepts? What are its major causes? How can we control on inflation in less developed countries? Give measures?

Q.6. Critically discuss the Rostow's Stages of economic development? Which one is the most remarkable stage of economic development?

Q.7. Write a short note on any TWO of the followings?

- Harrod-Domer Model
- Unemployment
- Poverty



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Third Year: Annual – 2021

Paper: 10 (Current Business Affairs)

Paper Code: 10

Roll No.

Time: 3 Hrs. Marks: 100

SECTION – I

Note: Attempt any FOUR Questions. All questions carry equal marks. (15x4=60)

Q. 1 What is meant Business? Explain the need and importance of business for the economic growth and development of any country with example.

Q.2 Telecommunication sector is essential for every economy to cope the emerging challenges. Explain the contemporary problem of this sector and suggest corrective measures to overcome the prevailing problems for the developing and emerging economies.

Q.3 Write a note on any one of the followings:

- a. Challenges and Opportunities of SME Sector
- b. Challenges and Opportunities of Fuel and Energy Sector

Q.4 Discuss the Direct and Indirect Taxation along-with advantages and disadvantages of each.

Q. 5 Comment on the importance and role of Money and Banking sector of Pakistan. Discuss how it could affect economic growth positively.

Q 6 IT and Computer Technology has a great intervention in the cotemporary business world. Explain the need and impact of innovation and change on business and its stakeholders.

Q 7 Discuss the potential of Financial Sector and role of Pakistan Stock Exchange. Moreover, suggest practical measures and remedies to overcome existing limitations and deficiencies faced by this important sector of the economy.

SECTION – II

NOTE; Attempt TEN Questions. All questions carry equal marks. Explain. (10x4=40)

1. Regulatory authorities
2. Broker
3. Consumer price index
4. Debt financing
5. Time value of money
6. Joint Stock Company
7. Financial environment
8. Paper money
9. Digital currency
10. Bank
11. Insurance company
12. Exchange rate
13. Common shares
14. SME sector
15. CPEC



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Third Year: Annual – 2021

Paper: 11 (Corporate Governance)

Paper Code: 11

Roll No.
Time: 3 Hrs. Marks: 100

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

SECTION – I

Question No. 1. Answer the following short questions. (5X4=20)

- Briefly discuss the qualities of a commission and a commissioner? Is there any difference?
- Discuss members appointed by Federal Government for his integrity, expertise, and experience in the spheres of commerce and industry, corporate law, accountancy, financial services, investment banking, academia, or other related relevant fields of expertise.
- Define corporate governance.
- Problems due to corporate misgovernance.
- Corporate governance and window dressing.

SECTION – II

ATTEMPT ANY FOUR QUESTIONS.

- Question No. 2 (20)**
Discuss the responsibilities to act as directors that how these responsibilities can be useful to improve the corporate governance as per Securities and Exchange Commission of Pakistan? Explain.
- Question No. 3 (20)**
Explain the benefits of compliance with code of corporate governance.
- Question No. 4 (20)**
How powers and functions of board of directors assist in good governance?
- Question No. 5 (20)**
Discuss corporate and financial reporting framework with respect to mitigate misgovernance.
- Question No. 6 (20)**
Discuss powers and functions of board of directors.
- Question No. 7 (20)**
Discuss attendance of meetings, terms of reference, the composition, and frequency of meetings.
- Question No. 8 (20)**
Discuss KSE listing regulations in detail.



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Fourth Year: Annual – 2021

PAPER: MKT-1 (Sales Management) (Marketing Specialization)

Roll No.

Time: 3 Hrs. Marks: 100

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

Q1.	Discuss the place of selling in the marketing mix.	20
Q2.	What are the differences that should be considered when international sales managers draw up their export plans?	20
Q3.	Explain the important factors required to develop sales territories.	20
Q4.	Produce a balanced argument that looks at the differences between qualitative and quantitative measures of sales performance.	20
Q5.	How can new methods of promotion through the internet assist the sales process?	20
Q6.	How might a government forecast or a forecast from a trade association be of specific use to a medium-sized company?	20
Q7.	Describe suitable sales training programmes and evaluate their usefulness.	20
Q8.	What is meant by the USP? How is it of use to the salesperson?	20



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Fourth Year: Annual – 2021

Roll No.

Paper: FIN-1 Managerial Accounting (Finance Specialization)

Time: 3 Hrs. Marks: 100

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

Question: 1

PEL Company, produces farm equipment at several plants. The business is seasonal and cyclical in nature. The company has attempted to use budgeting for planning and controlling activities, but the variable nature of the business has caused some company officials to be skeptical of its usefulness. The chief accountant for the Adrian Plant has been using a flexible budget to held plant management control operations.

The president asks for an explanation of flexible budgeting, its application, and its possible use for the entire company. The chief accountant presents the following data:

Budget data for 2020

Normal monthly capacity of the plant in direct labour hour	10,000 hours
Materials cost (6 lbs, @ Rs. 1.50)	Rs. 9 per unit
Labor cost (2 hours @ Rs. 6).....	Rs. 12 per unit

Estimated factory overhead at normal monthly capacity:

Variable factory overhead:

Indirect labor	Rs. 7000
Indirect materials	600
Repairs	800
Total variable factory overhead	Rs. 8,400

Fixed factory overhead:

Depreciation	Rs. 3,000
Supervision	4,500
Total fixed factory overhead	Rs. 7,500

Total fixed and variable factory overhead Rs. 15,900

Planned units for January	4,200
Planned units for February	5,500

Actual data for January:

Hours worked	8,500
Units produced	3,900
Costs incurred:	
Materials (24,000 lbs.)	Rs. 34,000
Direct labor	52,000
Indirect labor	6,000
Indirect materials	600
Repairs	1,800
Depreciation	2,500
Supervision	3,500
Total	Rs. 100,400

Required:

1. A manufacturing budget for January.
2. A report for January, comparing actual and budgeted costs for the month's actual activity, assuming that the units produced are to be the measure of activity used in preparing the flexible budget.
3. Explanation of the possibility of applying flexible budgeting to the nonmanufacturing activities of PEL Company.

Question: 2 (A)

A company uses standard costing and the analyses are carried out at the end of the period. The followings are the standards costs for material and labour.

Material 3kg @ Rs. 5 per kg = Rs. 15 per unit
Labour 2 hours @ Rs. 5 per hour = Rs. 10 per unit

During the period, 4,000 units of the product were actually produced using 11,000 kg of material and 10,000 labour hours. The actual material and labour costs were Rs. 64,000 and Rs. 53,500 respectively.

You are required to calculate the following variances:

- i- Material Price Variance
- ii- Material Usage Variance
- iii- Labour Rate Variance
- iv- Labour Efficiency Variance

Question: 2 (B)

A company planned to produce 20,000 units of a product during the period to come. The standard time to produce these units was 40,000 hours. At this level of activity, fixed and variable factory overheads were budgeted at Rs. 50,000 and Rs.70,000 respectively.

During the period, 25,000 units were actually produced in 48,000 hours. Actual factory overheads incurred were Rs. 157,000

You are required to calculate variances for factory overheads using two variance methods

Question: 3

- i) Explain the significance of differential costing for decision making?
- ii) What do you mean by flexible budget?
- iii) What do you mean by margin of safety?

Question: 4

R Limited is considering its plans for the year ending 31 December 2019. It makes and sells a single product, which has budgeted costs and selling price as follows:

	Rs. Per unit
Selling price	60
Direct materials	14
Direct labour	11
Production overhead:	
Variable	6
Fixed	3
Selling overhead:	
Variable	6
Fixed	2
Administration overhead:	
Fixed	3

Fixed overhead costs per unit are based on a normal annual activity level of 96 000 units. These costs are expected to be incurred at a constant rate throughout the year.

Activity levels during January and February 2019 are expected to be:

	January Units	February Units
Sales	7000	9000
Production	9500	7750

Assume that there will be no stocks held on 1 January 2019.

Required:

- (a) Prepare, in columnar format, profit statements for the months of February 2019 using:
 - (i) Absorption costing;
 - (ii) Marginal costing.
- (b) Reconcile and explain the reasons for any differences between the marginal and absorption profits for the month which you have calculated in your answer to (a) above.

Question: 5

Modern Products Company purchases four products A,B,C and D. Past Data are as follows:

Products	Output units	No. Of production Runs	Direct labor hours per unit	Machine hours per unit	Material cost per unit	Material component per unit
A	25	3	2	2	30	8
B	25	4	4	4	75	5
C	250	7	2	2	30	8
D	250	10	4	4	75	6

Direct Labor cost is Rs. 7.00 per hour.

Factory Overhead:

Short Run Variable cost (Rs.) 8,250

Long Run Variable Cost:

Scheduling Cost	7,680
Set up Cost	3,600
Material Handling Cost	<u>7,650</u>
	27,180

Required:

Find out the product cost of A,B,C and D under Activity Based Costing and Conventional Product Costing using following further information:

Labor/Machine Hours Overhead rate is used under conventional costing.

Question: 6.

Standard costs and other data for two component types used by Waves electronics are presented below:

	<u>Type 1</u>	<u>Type 2</u>
Direct materials A	Rs. 3.00	Rs. 6.00
Direct materials B	1.80	4.00
Direct labor	2.50	7.00
Factory overhead	<u>6.00</u>	<u>Rs. 3.00</u>
Unit standard cost	Rs. 13.30	Rs. 20.00
Units needed per year	8,000	10,000
Machine hours per unit	4	2
Unit cost if purchased	Rs. 13.00	Rs. 21.00

In past years, Waves electronics has manufactured all of its required components; however, in 2020 only 40,000 hours of otherwise idle machine time can be devoted to the production of components. Accordingly, some of the component types must be purchased from outside suppliers. In producing various types, factory overhead is applied at Rs. 1.50 per standard machine hour. Fixed capacity costs, which will not be affected by any make-or-buy decision, represent 40% of the applied factory overhead.

The 40,000 hours of available machine time are to be scheduled, so that Waves realizes maximum potential cost savings.

Required:

- (1) The relevant unit production costs to be considered in the make-or-buy decision to schedule machine time.
- (2) The units of type 1 and Type 2 that Waves should produce if the allocation of machine time is based on potential cost savings per machine hour.

Question: 7

Last year, the sales of Diamond Paints were Rs. 500,000 with a C/M ratio of 60% and an M/S ratio of 30%. During the current year, a change in sales price and fixed cost resulted in C/M ratio of 25% and an M/S ratio of 40%.

Required:

- | | |
|-------------------------------------|-----------------------------|
| i- Change in total sales value | iv- Change in fixed cost |
| ii- New Breakeven Point | v- Profit during last year. |
| iii- Profit during the current year | |



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

Objective Part

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. Distinguish between operating income & net income
7. What is meant by shareholders value added?
8. Define Du Pont analysis?
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 Corporate Governance
14. Define time interest earned
15. Cross sectional analysis

Subjective Part

Q.No. 2 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 |

Q.No. 3 Complete the Balance Sheet of Western Zigzag Bricks Klin Limited for the year 2020 with the help of following information:

Assets	Amount (Rs.)	Liabilities & Stockholder's Equity	Amount (Rs.)
Cash	16,300	Accounts payable	60,000
Marketable securities	12,500	Notes payable	?
Accounts Receivable	?	Expenses payable	10,000
Inventory	?	Total current liabilities	?
Total Current Assets	?	Long term debt	?
Net fixed Assets	?	Stockholder equity	300,000
Total Assets	?	Total Liabilities & Stockholder Equity	750,000

The financial data for the year 2020 is as follows:-

1. Sales total 900,000.
2. The Gross profit margin was 25%.
3. Inventory turnover was 3.0 Times
4. Accounts receivable turnover was 4.5 Times
5. The current ratio was 1.60:1
6. The total Asset turnover ratio was 1.20.
7. The debt ratio was 60%.

Q.No. 4 The following is the Balance Sheet of Sunshine Limited for the years ending 31st December, 2019 and 2020.

Liabilities	2020 Rs.	2019 Rs.	Assets	2020 Rs.	2019 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. 5

Following are the ratios relating to the trading activities of New Star Enterprises Limited as on December 31, 2020.

Gross Profit Ratio	20%
Receivables Velocity	3 months
Stock Velocity	6 times
Payables Velocity	2 months

- Gross profit for the year December 31, 2020 was Rs. 500,000.
- Closing stock is Rs.20,000 more than the opening stock.
- Bills payable and Bills receivable were Rs.36,667 and Rs.60,000 respectively.

Required: Find out the following figures:

- | | |
|------------------|-------------------------|
| a) Sales | b) Accounts Receivables |
| c) Closing Stock | d) Accounts Payable |

Q.No. 6

What is meant by overall profitability of a company. How much ratios may be included while measuring the overall profitability of the company, explain all ratios.

Q.No. 7

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



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

Objective Part

Q.1. Briefly explain any ten (10) terms given below

- | | |
|---|---|
| 1. What is Pilot Surveys? | 9. What is Measurement Error? |
| 2. What is Case Studies ? | 10. What do you understand by Recording Error ? |
| 3. What is Management Decision Problem? | 11. What is the meaning of Population in research ? |
| 4. What do you understand by Research Questions ? | 12. What do you understand by Cohort Analysis? |
| 5. What is Syndicated Services ? | 13. What is Cross-Sectional Design? |
| 6. What do you understand by Field Services? | 14. What do you mean by Secondary data ? |
| 7. What is Marketing Information System ? | 15. What is Response rate? |
| 8. What is Branded Marketing Research Products ? | |

Subjective Part

Q. No. 2

What are the relative advantages and disadvantages of observation?

Q. No. 3

What are the major advantages of a depth interview?

Q. No. 4

Why is it desirable to use multiple sources of secondary data ? List the various sources of publishes secondary data?

Q. No. 5

Explain the major components of research design?

Q. No. 6

What are the common types of errors encounter in defining a marketing research problem? What can be done to reduce the incidence of such errors?

Q. No. 7

Differentiate between Marketing Information System (MIS) and Decision Support System (DSS) ?



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Fourth Year: Annual – 2021

Roll No.

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

Time: 3 Hrs. Marks: 100

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

Q:1	Briefly discuss the following: I. Role of strategic planning in small business II. Mission and Objectives III. Equity Security IV. Venture Capitalists V. Why need for a Wide Product Mix?	(5x4=20)
Q:2	What are main objectives of a business and what are different characteristics of successful entrepreneurs?	20
Q:3	Distinguish between general partnership and limited partnership. And also explain the difference between C corporation, S corporation and a limited liability company (LLC).	20
Q:4	What does mean by business plan? Discuss the purpose of plan and what good business plan should include?	20
Q:5	Why is marketing research so important in new small business? Explain how service firms, retailers, wholesalers and manufacturers actually set prices?	20
Q:6	Why need for personal selling and explain the eight steps are in the creative selling process?	20
Q:7	What does purchasing involve and why it is so important? Explain the purchase order process flowchart.	20



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B.B.A. (Hons.) Fourth Year: Annual – 2021

Paper: 4 Pakistan Economy (Marketing / Finance Specialization)

Roll No.

Time: 3 Hrs. Marks: 100

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

Q.1 Explain the importance of industrial sector in Pakistan. What are the major causes of Industrial backwardness in Pakistan? Suggest measures to correct it.

Q.2 Discuss the role of cottage and small-scale industrial in development of Pakistan. Describe the main problem faced by the small-scale industries in Pakistan.

Q.3 What is monetary policy? Discuss various objectives and tools of monetary policy.

Q.4 Critically examine the major economic and social problems of Pakistan. Give suggestions to solve these problems.

Q.5 Define balance of payment. Why Pakistan is facing deficit in balance of payment? How to correct the adverse balance of payment?

Q.6 Discuss in detail the present condition of import in Pakistan. Suggest measures to which substitute imports in order to save foreign exchange rate

Q.7 Write short note on any two of the following (10 marks each)

- a. Trade policy
- b. Impact of land reforms in Pakistan
- c. Privatization in Pakistan



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B.B.A. (Hons.) Fourth Year: Annual – 2021

Roll No.

Paper: 5 Mathematics (Advanced) (Marketing / Finance Specialization)

Time: 3 Hrs. Marks: 100

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

Q No.1: Define the following terms. Use examples and graph if necessary.

(2*10=20)

1. State two variables linear equation
2. Differentiate between intercept and coefficient
3. State any two rules of differentiation
4. Define continuity
5. Define slope intercept form of linear equation
6. What is limit of a function
7. Define coordinate system
8. Write down the equation of the straight line
9. How many variables are there in $3x + 4y + z = 0$
10. Find the value of "x" from $2x+3 = 4x$

Q No 2:(a):A police department estimates that the total cost C of owning and operating a patrol car can (10) be estimated by the linear equation:

$$C = 0.40x + 18000$$

Where C=total cost in dollars,
x = Number of miles driven

Then:

- a. Identify the form of the above linear equation?
- b. Briefly interpret the equation?

(b): Draw a graph of the linear equation with a suitable method?

(10)

$$4x - 7y = 0$$

Q No: 3 :(a) A local university has \$5 million to invest in stocks. The board of trustees has approved(10) six different types of stocks in which the university may invest. The current prices per share for each type of stock are indicated in the following table.

Stock	1	2	3	4	5	6
Price per share(\$)	35	60	125	100	500	250

Determine the equation for which the solution set includes all the different combinations of the six stocks which could be purchased for exactly \$5 million?

(b) Given the equation:

(10)

$$2x_1 + 3x_2 - x_3 + x_4 = 16$$

- i. What values satisfy the equation when $x_1 = 2$, $x_2 = -1$ and $x_3 = 0$?
- ii. Find the solution set for the above equation?

Q No4(a): For the following function, Determine whether $\lim_{x \rightarrow 3} f(x)$ exists? If not then justify your answer? (10)

$$f(x) = \frac{x^2 - 9}{x - 3}$$

(b): Find the limit for the following function? (10)

$$\lim_{x \rightarrow -1} \frac{4x^2 + x - 3}{x + 1}$$

QNO 5(a): Evaluate the followings by applying appropriate rule of integration? (10+10=20)

$$\int \frac{6x}{3x^2 - 10} dx$$

(b): Integrate:

$$\int (x^2 - 2x)^5 (x-1) dx$$

QNO6 (a): Evaluate the followings definite integral: (10+10=20)

$$\int_2^4 \left(\frac{x dx}{x^2 - 1} \right)$$

(b): Evaluate the followings using appropriate rule of approximation:

$$\int_0^2 \left(\frac{1}{x^2 + 1} \right)$$

QNO.7: From the following differential equations, find the general and particular solutions? (20)

i. $\frac{dy}{dx} = 3x^2 - 2x + 5$; $f(0) = 15$

ii. $\frac{dy}{dx} = x^2 + 3x + 8$; $f(1) = 7.5$



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B.B.A. (Hons.) Fourth Year: Annual – 2021

Roll No.

Paper: MKT-6 Advertising (Marketing Specialization)

Time: 3 Hrs. Marks: 100

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

Q1.	Explain the different types of advertising.	20
Q2.	Analyse the changes affecting the advertising industry.	20
Q3.	Identify the key players in marketing and how the organization of the industry affects advertising.	20
Q4.	Summarise the structure of the advertising agency industry and how agencies work with their clients on the marketing side.	20
Q5.	List the key regulatory agencies and their responsibilities.	20
Q6.	Explain the Facets Model of Advertising Effects to show how brand advertising works.	20
Q7.	List the common research methods used in advertising.	20
Q8.	Define objectives, strategies, and tactics in strategic planning and explain how they differ in advertising.	20



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B.B.A. (Hons.) Fourth Year: Annual – 2021

Roll No.

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

Time: 3 Hrs. Marks: 100

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

Question No. 1

(10, 10)

- Toni's Typesetters is analyzing a possible merger with Pete's Print Shop. Toni's has a tax loss carryforward of \$200,000, which it could apply to Pete's expected earnings before taxes of \$100,000 per year for the next 5 years. Using a 34% tax rate, compare the *earnings after taxes* for Pete's over the next 5 years both *without* and *with* the merger.
- Cautionary Tales, Inc., is considering the acquisition of Danger Corp. at its asking price of \$150,000. Cautionary would immediately sell some of Danger's assets for \$15,000 if it makes the acquisition. Danger has a cash balance of \$1,500 at the time of the acquisition. If Cautionary believes it can generate after-tax cash inflows of \$25,000 per year for the next 7 years from the Danger acquisition, should the firm make the acquisition? Base your recommendation on the net present value of the outlay using Cautionary's 10% cost of capital.

Question No. 2

(20)

At the quarterly dividend meeting, Wood Shoes declared a cash dividend of \$1.10 per share for holders of record on Monday, July 10. The firm has 300,000 shares of common stock outstanding and has set a payment date of July 31. Prior to the dividend declaration, the firm's key accounts were as follows:

Cash	\$500,000	Dividends payable	\$ 0
Retained earnings	2,500,000		

- Show the entries after the meeting adjourned.
- When is the ex dividend date?
- What values would the key accounts have after the July 31 payment date?
- What effect, if any, will the dividend have on the firm's total assets?
- Ignoring general market fluctuations, what effect, if any, will the dividend have on the firm's stock price on the ex dividend date?

Question No. 3

(20)

Nathan Detroit owns 400 shares of the food company General Mills, Inc., which he purchased during the recession in January 2009 for \$35 per share. General Mills is regarded as a relatively safe company because it provides a basic product that consumers need in good and bad economic times. Nathan read in the *Wall Street Journal* that the company's board of directors had voted to split the stock 2-for-1. In June 2010, just before the stock split, General Mills shares were trading for \$75.14.

Answer the following questions about the impact of the stock split on his holdings and taxes. Nathan is in the 28% federal income tax bracket.

- How many shares of General Mills will Nathan own after the stock split?
- Immediately after the split, what do you expect the value of General Mills to be?

- c. Compare the total value of Nathan's stock holdings before and after the split, given that the price of General Mills stock immediately after the split was \$37.50. What do you find?
- d. Does Nathan experience a gain or loss on the stock as a result of the 4-for-1 split?
- e. What is Nathan's tax liability from the event?

Question No. 4

(10, 10)

- a. Capital Asset pricing Model and assumptions.
- b. Evaluation of projects based on their risk

Question No. 5

(20)

Herky Foods is considering acquisition of a new wrapping machine. The initial investment is estimated at \$1.25 million, and the machine will have a 5-year life with no salvage value. Using a 6% discount rate, determine the *net present value (NPV)* of the machine given its expected operating cash inflows shown in the following table. Based on the project's NPV, should Herky make this investment?

Year	Cash inflow
1	\$400,000
2	375,000
3	300,000
4	350,000
5	200,000

Question No. 6

(10, 10)

- a. Cost of capital of a firm.
- b. Capital Budgeting techniques.

Question No. 7

(10, 10)

- a. An analyst predicted last year that the stock of Logistics, Inc., would offer a total return of at least 10% in the coming year. At the beginning of the year, the firm had a stock market value of \$10 million. At the end of the year, it had a market value of \$12 million even though it experienced a loss, or negative net income, of \$2.5 million. Did ~~the analyst's prediction prove~~ correct? Explain using the values for total annual return.
- b. Four analysts cover the stock of Fluorine Chemical. One forecasts a 5% return for the coming year. A second expects the return to be negative 5%. A third predicts a 10% return. A fourth expects a 3% return in the coming year. You are relatively confident that the return will be positive but not large, so you arbitrarily assign probabilities of being correct of 35%, 5%, 20%, and 40%, respectively, to the analysts' forecasts. Given these probabilities, what is Fluorine Chemical's *expected return* for the coming year?



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Fourth Year: Annual – 2021

Paper: FIN-7 Taxation Management (Advanced) [Finance Specialization]

Roll No.

Time: 3 Hrs. Marks: 100

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

Section-1

Q.1 Define and explain any five of the following terms with reference to Income Tax Ordinance 2001:

- | | |
|--------------------|------------------|
| (a) Company | (e) Resident |
| (b) Tax Year | (f) Person |
| (c) Income year | (g) Associates |
| (d) Principal year | (h) Total income |

Section-2

Q.2 What is provident fund? Discuss the treatment of various types of provident fund for inclusion in total income and exemption from income tax?

Q.3 What are the conditions laid down under the income tax ordinance 2001 for depreciation allowance?

Q.4 Discuss the composition of "Appellate Tribunal Inland Revenue". What are the functions performed by it?

Q.5 Explain the legal provisions regarding the furnishing of income tax return under the Income Tax return under the income tax ordinance 2001?

Q.6 Explain in detail the provisions of Income Tax Ordinance 2001, in respect of appeal to appellate tribunal and the Composition of the appellate Tribunal?

Q.7 Define and explain the following terms with reference to sales tax act 1990:

- | | |
|---------------------|-----------------|
| (a) Active taxpayer | (b) Manufacture |
| (c) Return | (d) Supply |

Q.8 Mr. Muhammad Naeem is the chief accountant of star Industries Limited, Lahore. He was furnished the following particulars of his income for the tax year ended 30th June xxxx.

- (1) Basic salary Rs. 5, 80, 000
- (2) Commission Rs. 1, 20, 000
- (3) Senior post allowance Rs. 30,000
- (4) Lunch facility Rs. 10,000
- (5) Leave encashment Rs. 32,000
- (6) Income from property Rs. 2, 00, 000
- (7) Adhoc relief Rs. 51,000
- (8) Fees for refresher course paid by employer Rs. 25,000
- (9) Concessional loan benefit @ 8% Rs. 6, 00, 000
- (10) Income from business Rs. 80,000
- (11) Hotel bills paid by the company relating to pleasure trip Rs. 20,000
- (12) Shares from association of person Rs. 32,000
- (13) Donation to Allama Iqbal Open University Rs. 1, 00, 000

Note: Mr. Muhammad Naeem was provided rent free furnished accommodation by his employer. He was entitled to an accommodation allowance of Rs. 25,000 per month, if this accommodation was not provided to him.

Required: Calculate tax payable by Mr. Muhammad Naeem

Tax rate for salaried person year 2020:

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 750,000	Rs. 2,000+5% of exceeding Rs. 500,000
4	Rs. 750,000 to 1,400,001	Rs. 14,500+10% on the amount exceeding Rs. 750,000
5	Rs. 1,400,001 to 1,500,000	Rs. 79,500+12.5% on the amount exceeding Rs. 1,400,000
6	Rs. 1,500,001 to 1,800,000.	Rs. 92,00+15% on the amount exceeding Rs. 1,500,000
7	Rs. 18,00,000 to 2500,00	Rs. 137,000+17.5% on the amount exceeding Rs. 1,800,000
8	Rs. 25,00,000 to 30,00,000	Rs. 2,59,500+20% of exceeding Rs.2500,000
9	Rs. 30,00,000 to 35,00,000	Rs. 3,59,500+22.5% on the amount exceeding
10	Rs. 35,00,000 to 40,00,000	Rs. 4,72,000+25% on the amount exceeding Rs.35,00,000



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Fourth Year: Annual – 2021

PAPER: MKT-7 Consumer Behaviour (Marketing Specialization)

Roll No.

Time: 3 Hrs. Marks: 100

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

SECTION 1

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

(2×20=40)

- | | |
|----------------------------|-----------------------------------|
| 1. Materialism | 14. Targeting |
| 2. Likert scale | 15. Personality |
| 3. Forgetting | 16. Advertorials |
| 4. Customer value | 17. Customer Retention |
| 5. Reinforcement | 18. Customer Satisfaction |
| 6. Probability sampling | 19. Diffusion of Innovation |
| 7. Reference group | 20. Emotional Bond Formal Sources |
| 8. Showrooming | 21. Consumer learning |
| 9. Focus Group | 22. Demographic segmentation |
| 10. Observational Research | 23. Frustration |
| 11. Technical learning | 24. Laggards |
| 12. Survey | 25. Qualitative research |
| 13. Reliability | |

SECTION 2

(15×4=60)

Q No. 2. Differentiate between primary data and secondary data? Discuss major advantages and limitation of secondary data?

Q No. 3. Differentiate between qualitative research and motivational research? What are strengths and weaknesses of motivation?

Q No. 4. Discuss the advantages and disadvantages of using demographics as basis for segmentation. Can demographics and psychological be used together?

Q No. 5. Describe personality traits theory. Give five examples of how personality traits can be used in consumer research.

Q No. 6. Contrast the major characteristics of the following personality traits (a) Freudian theory, (b) neo-Freudian theory, and (c) trait theory. Illustrate how each theory is applied to the understanding of consumer behavior?

Q No. 7. Discuss consumer learning and its major elements? State various objectives of learning?



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Fourth Year: Annual – 2021

Paper: 8 Statistics (Advanced) (Marketing / Finance Specialization)

Roll No.

Time: 3 Hrs. Marks: 100

Note: Attempt Five questions in all. Question No.1 is compulsory. All questions carry equal marks.

Section-I

QNO 1: Answer the followings short questions?

- i. Define index numbers
- ii. What is consumer price index
- iii. Differentiate between cyclical variations and irregular variations
- iv. Define type –I error and type-II error
- v. Define random sampling
- vi. Differentiate between point estimate and interval estimate
- vii. Differentiate between null and alternative hypothesis
- viii. What is scatter diagram
- ix. Define correlation coefficient
- x. What is meant by analysis of variance

Section-II

Attempt any four Question from this section

QNO2: An inquiry into the budgets of the middle class families in a city gave the following (20) information?

Items	Expenditure(%)	Prices in Rs.(2000)	Prices in Rs.(2001)
Food	30	3000	3600
Rent	15	600	600
Clothing	20	2100	2400
Fuel	10	600	600
Education	25	1200	1650

Calculate the cost of living index number and discuss the change in 2001 as compare with 2000?

QNO 3(a): Compute 5-year and 7-year moving averages for the following data? (10)

Years	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Value	2	4	6	8	10	12	14	16	18	20	22

(b) Compute semi average trends for the following series? (10)

Years	1973	1974	1975	1976	1977	1978	1979	1980
Profits	85	97	100	90	83	105	112	120

QNO 4: A population consists of $N=6$ values 1,3,6,8,9 and 12 .Draw all possible samples of size $n=3$ without replacement from the following population. Find the proportion of even numbers in the samples. Construct the sampling distribution of sample proportions and verify that: (20)

i) $\mu_p^{\wedge} = p$

ii) $Var(\hat{p}) = \frac{pq}{n} \cdot \frac{N-n}{N-1}$

QNO5(a): A test in statistics is given to 50 girls and 75 boys. The girls made an average grade Of 76 with a standard deviation of 6 while boys made an average grade of 82 with a standard deviation of 8 .Find the 96% confidence interval for the difference between $\mu_1 - \mu_2$, where μ_1 is the mean score of the boys and μ_2 is the mean score of the girls who might take the test? (10)

(b): A sample of 100 observations from a population known to be non-normal yielded the sample values $\bar{x} = 182$ and $S^2 = 299$.Find the approximation 99% confidence interval for μ ? (10)

QNO 6: An electric firm manufactures the light bulbs that have a length of life that is approximately normally distributed with a mean of 812 hours and a standard deviation of 40 hours. If a random sample of 36 bulbs have an average life of 800 hours then test the hypothesis that $\mu = 812$ hours against the alternative hypothesis that $\mu \neq 812$ hours using 5% level of significance? (10)

(b): A home heating oil delivery company would like to estimate the annual usage for its customers who live in single family homes. A sample of 100 customers indicated an average annual usage of 1103 gallons and a sample standard deviation of 327.8 gallons .At 1% level of significance is there evidence that the average annual usage exceeds 1000 gallons per year? (10)

QNO 7: A retail outlet for air conditioners believes that its weekly sales are dependent upon the average temperature during week. It picks at random 6 weeks and finds that its sales are related to the average temperature in these weeks as follows: (20)

Mean Temperature(F°)	72	77	82	43	31	55
Sales	4	5	6	1	0	2

Calculate the correlation coefficient between the mean temperature and the retail outlet's sales?



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Fourth Year: Annual – 2021

Roll No.

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

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

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Note: Attempt any *THREE* questions from the following.

(3x10=30)

Q. No. 4:

Define and explain different types of E- Commerce explain all in detail.

Q. No. 5:

Write a note on Supply chain management and explain how it works in E-commerce in different ways.

Q. No. 6:

What are the differences in E-commerce and physical Commerce explain it in detail.

Q. No. 7:

Write a note on:

1. Web system Architecture
2. URL



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Fourth Year: Annual – 2021

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

Division of marks is given in front of each question.

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

Q.1. Encircle the right answer cutting and overwriting is not allowed. (10x2=20)

1. Which from the following derivative is not traded on exchanges?

- (A) Forward (B) Future (C) Bond (D) Option

2. Airline reservation is good for B2C transaction

- A) True B) False

3. WWW(world wide Web) introduced in 1996 in America

- A) True B) False

4. EDI is the early form of E-Commerce to deal with Electronic transactions.

- A) True B) False

5. Distributor is not the part of supply chain management system

- A) True B) False

6. E-Commerce stands for _____.

- a)Electrical Commerce b) Electronic Commerce
c) Entertainment Commerce d) Electro Chemical Commerce

7. When the market supplies the ideas, and companies or marketers commercialize the ideas is known as _____ innovation

- a. Horizontal b. Parallel c. Upward d. Vertical

8. Today, most customers believe more in the _____ than in marketing communications.

- a. Z-Factor b. F-Factor c. X-Factor d. D-Factor

9. In the digital economy, _____ is the new product development strategy.

- a. Conversation b. Co-creation c. Communal Activation d. Consistency

10. E-commerce is use to maintain the _____ aspects.

- A) Development HR B) Electronic signals
c) communication D) All of them

Q.2. Answer the following short questions.

(5x4=20)

i. Difference between E-Commerce and Traditional Commerce?

ii. Explain the advantages to society because of E-Commerce?

iii. What are the short comings of E-Commerce?

iv. Explain the B2C business model briefly?

v. What are the benefits of M-Commerce and E-Commerce explain it.

Q.3. What does the following stands for:

(10x1=10)

i. CRM

ii. HTTP

iii. SGML

iv. CBIS

v. OOCM

vi. WWW

vii. URL

viii. OOPL

ix. ISDN

x. IDEA



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Fourth Year: Annual – 2021

Roll No.

Paper: 10 Financial Institutions and Services (Marketing/Finance Specialization) Time: 3 Hrs. Marks: 100

NOTE: Attempt any FIVE questions while question # 7 is Compulsory.

Q: 1	Write a detailed note on different types of Insurance Services offered.	15
Q: 2	What are different types of accounts that are opened by the Commercial Banks?	15
Q: 3	Write a detailed note on role of Government in developing Financial Markets.	15
Q: 4	Define Letter of Credit and discuss in detail different types of Letter of credit.	15
Q: 5	Explain in detail the Primary Markets and Secondary Markets.	15
Q: 6	Define Stock Exchange and describe different securities traded at Stock Exchange.	15
Q: 7	Write Short Notes on: a) Car Financing b) Pledge c) Lockers d) Open and Mutual Funds e) NIFT f) HBFC g) ZTBL h) Online Banking	(8X5) 40