# UNIVERSITY OF THE PUNJAB

**Part-III: Annual – 2018**
**Examination: M.B.A.**
**(3½ Years Programme)**

Roll No. .....................

**Subject: Entrepreneurship**
**PAPER: 1**

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

*Note: Attempt any FIVE questions in all while Question # 7 is compulsory.*
*All Questions carry equal marks.*

Q. 1: What is meant by the term "innovation"? What is the process of innovation and what is its importance for entrepreneurs? [20]

Q. 2: Briefly discuss that why study of Entrepreneurship is important? What are its roles for economic and social development? [20]

Q. 3: What are the operations and production plans? Briefly discuss the main contents of these plans. [20]

Q. 4: What decisions an entrepreneur should take for early management of newly launched ventures? [20]

Q. 5: What is SMEDA? Explain its role and importance in the development of SME's. [20]

Q. 6: Discuss the methods of entrepreneurial entry into international business. Support your answer with suitable examples. [20]

Q. 7: Write short notes on following:　(5×4)

I.　Synergy

II.　Acquisition

III.　Marketing plan

IV.　Brain storming and force field analysis

# UNIVERSITY OF THE PUNJAB

### Part-III: Annual – 2018
### Examination: M.B.A.
(3½ Years Programme)

Roll No. .....................

**Subject: Strategic Management**
**PAPER: 2**

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

*Note: Attempt any SIX questions in all while Question # 8 is compulsory.*

Q1: What do you understand by "Strategic Management" and how it is important for the organizations of today? [15]

Q2: What could be the reasons behind "firms do no strategic planning"? Discuss with appropriate examples? [15]

Q3: Discuss about the responsibilities of a business firm? [15]

Q4: Write a note on SWOT analysis? [15]

Q5: Write a note on industry and corporate value chain analysis? [15]

Q6: Write a note on retrenchment strategies along with its various types? [15]

Q7: What is the concept of Management by Objective and how this help organizations in achieving its strategic goals? [15]

Q8: Case Study: [25]

Mr. Abdul Ahmed, Production Manager, Westward Exports Limited, Karachi faced a decision in 1984. The rejection rate of their exports of ready-made garments was 20% of total production. He also felt that, his productivity was not as high as it should be.

*General Background:*

Westward Exports Limited was a large Pakistani company exporting ladies fashion garments made of pure cotton. Their main product items were blouses, skirts, dresses, shirts etc. USA, Europe, Japan and Australia were their main international markets. The USA market accounted for 90% of their total sales and their annual total production was Rs. 100 Million. They had about 2000 workers engaged in production through their various sub-contractors.

*Production Area:*

Production was carried out by 138 sub-contractors. They did not utilize assembly line production, each individual worker carried out all the jobs required on each garment. The machinery and tools used by their sub-contractor was 15-20 years old. These domestically manufactured machines had a low output, and were not suited to high technology applications.

Mr Abdul knew that male workers performed 60% of total production and the rest was done by the female workers. He also knew that, while male workers always willing to work overtime, their absentee rate was greater than of the female workers.

Mr Abdul felt that productivity could be higher and he wondered how he should approach this issue?

*Quality Control Area:*

The company purchased raw material (grey cotton) from several sources and had it dyed by different concerns, which sometimes cause variation in the color. The company sub-contracting the stitching of the garments to the local suppliers. Both dyeing and inferior stitching caused the rejection rate to rise to 20% of their total production.

Mr Abdul was worried about this high rate of rejection and wondered what sequences of steps he should take to help reduce this high rejection rate.

Questions:

1- Discuss various alternates available to Mr Abdul?
2- How Mr Abdul could increase the efficiency and effectiveness of their dyeing and stitching except purchasing higher technology machines?

# UNIVERSITY OF THE PUNJAB

**Part-III: Annual – 2018**
**Examination: M.B.A.**
**(3½ Years Programme)**

**Subject: Management Information Systems**
**PAPER: 3**

**MAX. TIME: 2 Hrs. 30 Min.**
**MAX. MARKS: 70**

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*Attempt this Paper on Separate Answer Sheet provided.*

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

## Subjective Portion

NOTE: Attempt any Five Questions:   (70 marks)

### Q.No.3

(a) Why we need expert system and where to use it explain in detail.       7 marks
(b) What are the key issues and challenges in MIS? Explain in detail.       7 marks

### Q.No.4

(a) What are functions of ERP explain in detail with diagram?       7 marks
(b) What is the role of management for making decision?       7 marks

### Q.No.5

(a) What are the role of MRS also explain its functions in detail?       6 marks
(b) What are the characteristics of MIS and explain in detail?       8 marks

### Q.No.6

(a) What is DBMS and explain its three models?       8 marks
(b) What are the roles of database administrator explain in detail?       6 marks

### Q.No.7

(a) Write a detailed note on Artificial intelligence and its applications?       7 marks
(b) Write a note on TPC in detail?       7 marks

### Q.No.8

(a) Why we use security control in our system and explain its advantages?       6 marks
(b) What are the protocols explain its types in detail.       8 marks

### Q.No.9

(a) Describe the type and structure of reports in detail.       7 marks
(b) Define and explain how DBA works explain in detail.       7 marks

# UNIVERSITY OF THE PUNJAB

### Part-III: Annual – 2018
### Examination: M.B.A.
### (3½ Years Programme)

Roll No. in Fig. ...............

Roll No. in Words. .............

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**Subject: Management Information Systems**
**PAPER: 3**

MAX. TIME: 30 Min.
MAX. MARKS: 30

Signature of Supdt.:

## Attempt this Paper on this Question Sheet only.
### Please encircle the correct option. Division of marks is given in front of each question.
### This Paper will be collected back after expiry of time limit mentioned above.

## Objective Portion

Q. No. 1 Select the most suitable choice.                    (2x10=20)

1. _____ is an organized portfolio of formal systems for obtaining processing and delivering information in support of the business operations and management of an organization.
a) MIS
b) DSS
c) MRS
d) None of the above

2. _____ expressly designed for the support of individual and collective decision making.
a) MIS
b) DSS
c) TPS
d) OIS

3. _____ are formal social units devoted to the attainment of specific goals.
a) Management
b) Organization
c) Decision support system
d) None of these

4. Economic signals that measure and predict the direction of the economy provide information about the economic climate.
a) True                         b) False

5. The cost of information can be _____.
a) Costly          b) Valuable          c) Processing          d) None of the above

6. _____ technology include computers hardware, software, database management systems and data communication system.
a) Information     b) Computer     c) Marketing          d) All of the above

7. Diagnosis of information needs can occur at the individual managerial or organizational levels.
a) True                         b) False

8. Sociological approaches help us understand the organizational behavior of people.
a) True                         b) False

9. Management, science, also known as _____, is a field of applied mathematics.
a) Operations research
b) Management accounting
c) Exchange commission
d) System theory

10. Mass production of computers started in _____, when UNIVAC 1 was delivered.
a) 1951
b) 1953
c) 1946
11. 1954

**P.T.O.**

**Q.No.2**     **Attempt the following Short questions.**          **(5x2=10)**

1. How DSS works and explain function of it?

   _____

   _____

   _____

   _____

2. Define Al in detail.

   _____

   _____

   _____

   _____

3. How OIS works briefly explain it?

   _____

   _____

   _____

   _____

4. What is system?

   _____

   _____

   _____

   _____

5. What are the benefits of RDBMS?

   _____

   _____

   _____

   _____

# UNIVERSITY OF THE PUNJAB

**Part-III: Annual – 2018**
**Examination: M.B.A.**
**(3½ Years Programme)**

**Subject: Organizational Behavior**
**PAPER: 4**

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

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**Q1. [Compulsory Question]** Describe the following terms. All carry equal marks (10 x 4). (Marks: 40)

- I- Behavioristic framework
- II- Person-situation interaction
- III- Perception process
- IV- The Halo effect
- V- Organizational commitment
- VI- Cause of stress
- VII- Individual stressors
- VIII- Role conflict and ambiguity
- IX- Social cognition
- X- Positive reinforcement

## Section 2

**Attempt any Four Questions. All question carry equal marks.**

Q. 2- Why do you think there is a "knowing-doing" gap and how can evidence-based management help close it? *(15)*

Q. 3- Explain the model for organizational behavior that is used in the text/ literature. *(15)*

Q. 4- What is the comprehensive definition of personality? Give brief examples of each of the major elements. *(15)*

Q. 5- What is meant by the halo effect? Summarize the current thinking on this halo effect. *(15)*

Q. 6- Summarize the results of the meta-analysis on O.B. Mod. What recommendations would you make to the HRM department based on these findings? *(15)*

Q. 7- Coping strategies for job stress exist for both the individual and the organizational levels. Summarize the strategies at organizational level. *(15)*

# UNIVERSITY OF THE PUNJAB

### Part-III: Annual – 2018
### Examination: M.B.A.
### (3½ Years Programme)

Roll No. .....................

**Subject: Logic and Critical Thinking**
**PAPER: 5**

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

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

1. Define the following terms with examples if possible.
(a) Logic.
(b). Proposition.
(c ). Compound proposition.
(d). Hypothetical Proposition.
(e). Argument
(f). Premise.
(g). Conclusion
.(h). Deductive argument.
(i). Conclusion indicator
(j). Valid argument.

2. State the name, quality, quantity, subject term, predicate term of the given propositions also indicate distrusted and undistributed terms.
(a).All MBA students are intelligent.
(b). Some hair stylists fashion conscious.
(c).Some actors who are children of celebrities are not good dancers.
(d).No radical feminist is a justice of Supreme Court.(e).Some candidates running for parliamentary elections will be sadly disappointed people.

3. State the mode and figure in the following arguments
(a). No illiterate people are persons who can read Urdu, since some people who can Urdu are scholars, and no scholars are illiterate.
(b).Some retired people are social workers, and some social workers are not members of any political party; thus some retired people are not members of any political party.
(c ). All rich desserts are eatables that are high in calories, in as much as no eatables that are high in calories are food items that are easy to digest, and some food items that are easy to digest are not rich desserts.
(d).Some passionate individuals are not compromising fellows; because all compromising fellows are people with submissive personalities, but no passionate individuals are people with submissive personalities.
(e). Some evergreens are objects of worship, because all fire trees are evergreens, and some objects of worship are fire trees.
(f). No reptiles have fur. All snakes are reptiles, So no snakes have fur.
(g). Some humans are not allowed to enter church, since no lepers are allowed to enter the church and all lepers are human.
(h). No geese are felines. Some birds are geese. Therefore some birds are not felines.

4. Test the validity of the following arguments by using techniques of Venn diagram.
(a). AAA-1.       (b). AAA-2.       (c ). AII-2       (d). AEE-4       (e).AEE-1

**P.T.O.**

## 5. Use the truth table to determine the validity or invalidity of each of the following

(i)    $(O \vee P) \supset Q$
       $Q \supset (O \cdot P)$
       $\therefore (O \vee P) \supset (O \cdot P)$

(ii). $(R \vee S) \supset T$
      $T \supset (R \cdot S)$
      $\therefore (R \cdot S) \supset (R \vee S)$

## 6. What type of language occurs in following statements.

(a). The car is out of gas.

(b). it's five o'clock

(c ). Water boils at 212 degree Fahrenheit

(d). Cheating is wrong    .

(e). We should not abuse.

(f). Go shut the door!

(g). Put out the cat.

(h). Make a left turn onto Main Street.

(i). Don't you just love Frost's poetry?

(j). Hell, how are you.

(k). Wow.  ·

(l). I hereby sentence you to ten years.

(m). I promise to pay you Monday.

(n). Don't you think it's time for you to go?

(o). Would you like some tea?

(p). Isn't love wonderful?

(q). What a movie!

(r). To be or not to be, that is question.

(s). Are you ready for dinner?

(t). You ll have to go out and push.


## 7. Identitfy the fallacies of Ambiguity. re-write statements then state committed fallacy

(a). I am opposed to taxes which slow economic growth.

(b). The man walked down to the bank.

(c ). All men are created equal

(d). I hope you get everything you deserve.

(e). Don't fool around with mother Nature

(f). How does mind interact with the body?

(g) A giraffe eats more than a dog; therefore, all giraffe eat more than all dogs.

(h). The whole car is heavy, so each of its part must be heavy.

(i). Killer Sentenced to Die for Second Time in Ten Years.

(j). Each atom in the table is invisible to the naked eye. Therefore, the table is invisible.

# UNIVERSITY OF THE PUNJAB

## Part-III: Annual – 2018
## _Examination: M.B.A._
### (3½ Years Programme)

**Subject: Economy of Pakistan**
**PAPER: 6**

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

**NOTE:** _Attempt any FIVE questions in all while Questions No. 7 is Compulsory._

| | | |
|---|---|---|
| Q: 1 | What are the various factors that may lead to Economic Development in Pakistan? | 15 |
| Q: 2 | What is agricultural marketing? Describe the problems and suggest measures for the improvement of agricultural marketing in Pakistan. | 15 |
| Q: 3 | "Privatization of Public Assets can bring economic recovery and growth". Discuss. | 15 |
| Q: 4 | Define Foreign Direct Investment and Explain its role in Economic Development. | 15 |
| Q: 5 | Define Capital Market and discuss its role in promoting savings and investments. | 15 |
| Q: 6 | Explain in detail importance of cottage industry in economic development of Pakistan. | 15 |
| Q: 7 | Write Short Notes on:<br><br>a) Inflation<br>b) Co-operative Farming<br>c) CPEC<br>d) Economic Growth | (4X10)<br>40 |

**Subject: Corporate Finance – Elective (Finance Specialization)**
**PAPER: 7**

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

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

### Q. No. 1
(5 Each)

a. Do shareholder control managerial behavior? Discuss
b. Initial Public Offerings and Seasoned Initial Public Offerings
c. Financial Markets Role and Functions
d. Generally Accepted Accounting Principles and Corporate Finance

### Q. No. 2
(20)

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 would die after 30 years). 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.

### Q. No. 3
(20)

Jamie Peters invested $100,000 to set up the following portfolio one year ago:

| Asset | Cost | Beta at Purchase | Yearly Income | Value Today |
|-------|------|------------------|---------------|-------------|
| A | $ 20,000 | .80 | $ 1600 | $ 20,000 |
| B | 35,000 | .95 | 1400 | 36,000 |
| C | 30,000 | 1.50 | N/A | 34,500 |
| D | 15,000 | 1.25 | 375 | 16,500 |

a. Calculate the portfolio beta on the basis of the original cost figures.
b. Calculate the percentage return of each asset in the portfolio for the year.
c. Calculate the percentage return of the portfolio on the basis of original cost, using income and gains during the year.
d. At the time Jamie made his investments, investors were estimating that the market return for the coming year would be 10%. The estimate of the riskfree rate of return averaged 4% for the coming year. Calculate an expected rate of return for each stock on the basis of its beta and the expectations of market and risk-free returns.
e. On the basis of the actual results, explain how each stock in the portfolio performed relative to those CAPM-generated expectations of performance. What factors could explain these differences?

### Q. No. 4
(10 Each)

a. How does the *over-the-counter exchange* operate? How does it differ from the *organized securities exchanges?*
b. Discuss weak form and semi strong form Efficiency

### Q. No. 5
(10, 10)

a. You have been asked by a client to determine the maximum price he should be willing to pay to purchase a Kingsley call. The options have an exercise price of $25, and they expire in 120 days. The current price of Kingsley stock is $27, the annual risk-free rate is 7 percent, and the estimated variance of the stock is 0.0576. No dividends are expected to be declared over the next six months. What is the maximum price your client should pay?
b. Discuss Proxy Context

**P.T.O.**

**Q. No. 6** (20)

The following financial data for 2016 are also available: Total Sales Rs. 18,00,000; The gross profit margin was 25%; Inventory turnover was 6.0; There are 365 days in the year; The average collection period was 40 days; The current ratio was 1.60; The total asset turnover ratio was 1.20; The debt ratio was 60%. Given below is balance sheet for the year 2016 of Oxfam Co. Complete the balance sheet using the information that follows it.

| Oxfam Co. as on 31, Dec 2016 | | | |
|---|---|---|---|
| Assets (Rs.) | | Liabilities and Stockholders' Equity (Rs.) | |
| Cash | 31,720 | Accounts Payables | 1,19,000 |
| Marketable Securities | 24.000 | Notes Payables | |
| Accounts Receivable | | Accruals | 19000 |
| Inventories | | Total Current Liabilities | |
| Total Current Assets | | Long-term debt | |
| Net fixed assets | | Stockholders' Equity | 5,99,000 |
| Total Assets | | Total Liabilities & Equity | |

**Q. No. 7** (20)

Mr. Gupta is a first time investor and wants to build a portfolio using only U.S. Treasury bills and an index fund that closely tracks the S&P 500 Index. The T-Bills have a return of 5%. The S&P 500 has a standard deviation of 20 percent and an expected return of 15 percent. Write the CML Equation for Mr. Gupta.

(a) Calculate the portfolio risk and required rate of return if he decides to invest in the market 0%, 25%, 75% and 100%.

(b) Mr. Gupta decides to set aside a small part of his wealth for investment in a portfolio that has greater risk than his previous investments because he anticipates that the overall market will generate attractive returns in the future. He assumes that he can borrow money at 5 percent and achieve the same return on the S&P 500 as before i.e. an expected return of 15 percent with a standard deviation of 20 percent. Calculate risk and required rate of return if he borrows the 30%, 70% percentage of his initial investment amount and invest it in the market.

Mr. Gupta approaches his broker to borrow money against securities held in his portfolio. Even though Mr. Gupta's loan will be secured by the securities in his portfolio, the broker's rate for lending to customers is 7 percent. Calculate portfolio risk and required rate of return if he decides to borrow 25% and 75% percentage of his initial investment amount and invest it in the market.

# UNIVERSITY OF THE PUNJAB

### Part-III: Annual – 2018
### Examination: M.B.A.
### (3½ Years Programme)

**Subject: Investment and Portfolio Management**
**Elective (Finance Specialization)**

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

**PAPER: 8**

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

| | | |
|---|---|---|
| Question 1 | a) What is the meaning of investment? Distinguish between investment and gambling? <br> b) Explain in detail the important investment avenues available to savers in Pakistan. | (05 marks) <br> (15 marks) |
| Question 2 | What is company analysis? Explain how financial ratios can be used to determine the strengths and weaknesses of a company. | (20 marks) |
| Question 3 | a) What is a Beta? How is it interpreted? <br> b) Explain in detail the causes of fluctuation in security prices and its impact on Pakistan economy. | (05 marks) <br> (15 marks) |
| Question 4 | Richard Bell recently inherited a stock portfolio from his uncle. Wishing to learn more about the companies that he is now invested, Richard performs a ratio analysis on each one and decides to compare them to each other. Some of his ratios are listed below. <br><br> Assuming that his uncle was a wise investor who assembled the portfolio with care, Richard finds the wide differences in these ratios confusing. Help him out <br> a. What problems might Richard encounter in comparing these companies to one another on the basis of their ratios? <br> b. Why might the current and quick ratios for the electric utility and the fast food stock be so much lower than the same ratio for the other companies? <br> c. Why might it be all right for the electric utility to carry a large amount of debt, but the same is not true for the software company? <br> d. Why wouldn't investors invest all of their money in software companies instead of in less profitable companies?(focus on risk and return) | (20 marks) |
| Question 5 | a) A share is currently selling at Rs 50. It is expected that a dividend of Rs 2 per share would be paid during the year and the share could be sold at Rs 54 at the end of the year. Calculate the expected return from the share. <br> b) Jaya limited has a 14 percent bonds with face value of Rs 100 that matures at par in 15 years. The bond is callable in five years at Rs 114. It currently sells for Rs 105. Calculate yield to maturity of the bond. | (20 marks) |
| Question 6 | Why is difficult to classify industries? Why industry analysis is important over the long run. | (20 marks) |
| Question 7 | Explain the concept of efficient frontier in the context of portfolio selection. | (20 marks) |
| Question 8 | Write a short note on the following: <br> Business risk <br> Demand and supply Gap <br> Stock exchange <br> Speculation <br> Intrinsic value of bond | (20 marks) |

Table for Question 4:

| Ratio | Island Electric Utility | Burger Heaven | Fink Software | Roland Motors |
|---|---|---|---|---|
| Current ratio | 1.10 | 1.3 | 6.8 | 4.5 |
| Quick ratio | 0.90 | 0.82 | 5.2 | 3.7 |
| Debt ratio | 0.68 | 0.46 | 0.0 | 0.35 |
| Net Profit margin | 6.2% | 14.3% | 28.5% | 8.4% |

# UNIVERSITY OF THE PUNJAB

### Part-III: Annual – 2018
### Examination: M.B.A.
### (3½ Years Programme)

Roll No. .....................

**Subject: Global/ International Business
Elective (Marketing Specialization)**

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

**PAPER: 9**

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

Q1. What is international business? Explain the features and importance of international business [20]

Q2. Define Globalization. Explain the major forces behind the globalization. [20]

Q3. What is foreign exchange? Explain the traditional foreign exchange instruments. [20]

Q4. What is political economy? How is it changing? How does political economy influence economic progress? [20]

Q5. Define and explain Multinational Enterprise. Describe the characteristics of Multinational Enterprise. [20]

Q6. Explain different strategies of entering into international business. What are the main barriers of international trade? [20]

Q7. What are the benefits of privatization? Discuss the advantages and disadvantages privatization in Pakistan. [20]

Q8. Discuss the Human Resource Management Process for MNEs? Brief about Selection and Training & Development. [20]

# UNIVERSITY OF THE PUNJAB

**Part-III: Annual – 2018**

**Examination: M.B.A.**

(3½ Years Programme)

**Subject: Marketing Research**
Elective (Marketing Specialization)

**PAPER: 10**

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

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

1. Discuss in detail the process for defining the problem and establishing the research objectives.

2. Define the four levels of scale and indicate the type of information contained in each.

3. What do you understand by marketing research? Explain its classification and its role in business decision making.

4. What are the differences between primary and secondary data? Why is it important to obtain secondary data before primary data?

5. What are the five major marketing research companies of Pakistan and their area of research?

6. What is theoretical framework? How it helps in research? Also discuss hypothesis development with reference to theoretical framework.

7. Explain in detail the process of designing a questionnaire.