



UNIVERSITY OF THE PUNJAB

First Semester 2017

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Introduction to Business
Course Code: BBA-101 / BUS-11345

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q2. Give short answers.

(10X2=20)

1. List the types of business activities?
2. Name the five advantages of sole proprietorship?
3. Define unlimited company.
4. How may a memorandum of association be altered?
5. Explain briefly the rights of minor partner?
6. What do you understand by particular partnership?
7. Explain the standardizing and grading?
8. Mention the five privileges of private company in comparison to public company?
9. Write down four benefits of cooperative society?
10. Enumerate types of business risk?

Q3. Give answers of the following questions.

(3X10=30)

1. Explain the essentials of a valid fire insurance contract.
2. What are different classes of partners? Discuss the different modes in which a partnership firm may be dissolved?
3. What is business combination? Describe various types of business combinations.



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PAPER: Introduction to Business
Course Code: BBA-101 / BUS-11345

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q1. Choose the correct answer.

(10X1=10)

1. Which of the following business type has the longest life?

- a) Sole proprietorship (c) joint stock company
b) Partnership (d) none of above

2. Which of the following business has to pay double taxes?

- a) Cooperative society (c) partnership firm
b) Joint stock company (d) None of these;

3. _____ includes the rules and regulations necessary to manage the internal affairs of the company.

- a) Memorandum of Association (c) Prospectus
b) Articles of association (d) All of above

4. A specific communication task to be accomplished with a specific target during a specified period of time is called

- a) Marketing (c) Both A&B
b) Advertising Objective (d) None of above

5. Physical distribution is a channel to make availability of _____ from producers to consumers;

- (a) Finished goods (c) work in process
(b) Raw material (d) all of given options

6. Consumer promotion aims at _____ and trade promotion targets wholesalers and retailers. ;

- (a) Manufacturers (c) distributors
(b) Both A and C (d) final consumers

7. An agreement between two parties where one company possesses the rights of another company is known as;

- a) Partnership (c) franchising
b) Strategic alliance (d) None of the Above

8. A businessman can generate capital in what ways;

- a) Debt (c) Both A&B
b) Equity (d) none of the above

9. Cooperative societies are not formed for;

- a) Profit earning (c) social welfare
b) Serving of orphans and widows (d) help poor people

10. The specific method a company uses to deliver its goods to consumers is

- (a) Retail intermediary (c) marketing mix
(b) Distribution channel (d) None of the above



UNIVERSITY OF THE PUNJAB

Second Semester - 2017

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Principles of Management
Course Code: BBA-102/ GEN-12130

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q2. Give short answers.

(10x2=20)

- I. Define Bounded Rationality.
- II. Define a Strategic Business Unit (SBU).
- III. Define Management by Objectives.
- IV. Differentiate between a Procedure, a Rule and a Policy.
- V. List down the steps in Benchmarking.
- VI. What is meant by Span of Control?
- VII. Define Organizational Culture.
- VIII. Differentiate between Efficiency and Effectiveness.
- IX. Define Leadership.
- X. Define Organizational Behavior.

Q3. Write a note on Maslow's Hierarchy of Needs Theory.

(10)

Q4. What do managers do? Use functions approach to answer the question.

(10)

Q5. Write a note on types of plans.

(10)



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Second Semester - 2017
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PAPER: Principles of Management
Course Code: BBA-102/ GEN-12130

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q1. Encircle the most appropriate option.

(10x1=10)

1. _____ first wrote about management functions.

- A. Henry Mintzberg
- B. Frederick Taylor
- C. Henry Fayol
- D. Max Weber

2. The first step in goal-setting process is to:

- A. Determine the goals individually or with input from others
- B. Evaluate available resources
- C. Write down the goals and communicate them to all who need to know
- D. Review the organization's mission

3. Which of the following is a part of Mintzberg's interpersonal roles?

- A. Monitor
- B. Disturbance handler
- C. Disseminator
- D. None of the above

4. A manager determines that cost, speed and enlarging capability are relevant to his decision to purchase a new photocopier machine. This is an example of _____ phase of decision making.

- A. Allocating weights to the criteria
- B. Developing alternatives
- C. Identifying decision criteria
- D. Identifying problem

5. An organization must help its employees adapt to its culture through:

- A. Rewarding
- B. Meetings
- C. Socialization
- D. Encouragement

(P.T.O.)

6. In BCG matrix, businesses with high growth and low market share belong to which of the following categories?

- A. Dogs
- B. Cash cows
- C. Stars
- D. Question marks

7. _____ assumes that employees are creative, enjoy work, seek responsibility, and can exercise self-direction.

- A. Theory A
- B. Theory B
- C. Theory X
- D. Theory Y

8. _____ leader is an enthusiastic, self-confident leader whose personality and actions influence people to behave in certain ways.

- A. Transactional
- B. Transformational
- C. Charismatic
- D. Directive

9. The horizontal expansion of a job by increasing job scope is known as:

- A. Job depth
- B. Job design
- C. Job enrichment
- D. Job enlargement

10. Affection, belongingness, acceptance, and friendship are _____ needs.

- A. Esteem
- B. Safety
- C. Social
- D. Self-actualization



UNIVERSITY OF THE PUNJAB

Roll No.

Second Semester - 2017

Examination: B.S. 4 Years Programme

PAPER: Financial Accounting (Basic)
Course Code: BBA-103 / BUS-12347

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q. No. 1: Encircle the correct option.

1. According to which of the following concepts, expenses should be recognized at the time when goods or services are provided:

- a) Dual Aspect Concept
- b) Matching Concept
- c) Realization Concept
- d) Going Concern Concept

2. Which of the following statements is prepared to determine profit or loss of the business?

- a) Income Statement
- b) Cash Flow Statement
- c) Balance Sheet
- d) Statement of Retained Earnings

3. Which of the following aims at providing information to the external stakeholders?

- a) Financial Management
- b) Cost Accounting
- c) Financial Accounting
- d) Management Accounting

4. Liquidity improves when average debt collection period _____.

- a) Remains unchanged
- b) Increases
- c) Decreases
- d) None of the above

5. Internal users of accounting information include all except:

- a) CFO
- b) CEO
- c) Creditors
- d) Departmental managers

(P.T.O.)

6. Under which method, the average cost of all units in inventory is computed after every purchase?
- a) Average-cost method
 - b) First-in, First-out method
 - c) Last-in, First-out method
 - d) Specific identification method
7. A land, a building or a machinery is an example of:
- a) Natural resources
 - b) Intangible assets
 - c) Tangible fixed assets
 - d) Current assets
8. Asset = \$500,000 Owner's Equity = \$300,000 Liabilities = ?
- a) \$800,000
 - b) \$1,500,000
 - c) \$200,000
 - d) \$20,000
9. _____ are the cash effects of purchasing and selling assets.
- a) Cash flows from operating activities
 - b) Cash flows from investing activities
 - c) Cash flows from financing activities
 - d) Cash flows from social activities
10. Inventory is an example of:
- a) Liability
 - b) Expense
 - c) Revenue
 - d) Asset



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Second Semester - 2017

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Roll No.

PAPER: Financial Accounting (Basic)
Course Code: BBA-103 / BUS-12347

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q. No. 2: Give short answers to the following questions:

1. Define Depreciation.
2. Define Business Entity Concept.
3. Differentiate between Accrual system and Cash system of accounting.
4. Define Current Liabilities.
5. Differentiate between Capital and Revenue expenditures.
6. What is Cash Flow Statement?
7. What is meant by Gross Profit Ratio?
8. What is an Adjusting Entry?
9. What is an Accounting Equation?
10. Define Financial Accounting. (20)

Q. No. 3: JFM, Inc. opened for business in January 2017. The company maintains the following ledger accounts:

Cash	Capital Stock
Accounts Receivable	Retained Earnings
Office Supplies	Consulting Revenue
Office Equipment	Rent Expense
Accounts Payable	Utilities Expense

The company engaged in the following business activity in January:

- Jan. 20 Issued 5,000 shares of capital stock for \$50,000.
- Jan. 20 Paid \$400 office rent for the remainder of January.
- Jan. 21 Purchased office supplies for \$200. The supplies will last for several months, and payment is not due until February 15.
- Jan. 22 Purchased office equipment for \$15,000 cash.
- Jan. 26 Performed consulting services and billed clients \$2,000. The entire amount will not be collected until February.
- Jan. 31 Recorded \$100 utilities expense. Payment is not due until February 20.

Instructions:

- a. Record each of the above transactions in general journal form.
- b. Post each entry to the appropriate ledger accounts.
- c. Prepare a trial balance dated January 31, 2017. (10)

Q. No. 4: Shown below are selected financial data for Another World and Imports, Inc. at the end of the current year:

	Another World	Imports, Inc.
Net credit sales	\$675,000	\$560,000
Cost of goods sold	504,000	480,000
Cash	51,000	20,000
Accounts receivable (net)	75,000	70,000
Inventory	84,000	160,000
Current liabilities	105,000	100,000

Assume that the year-end balances shown for accounts receivable and for inventory approximate the average balances of these items throughout the year.

(P.T.O.)

Instructions:

For each of the two companies, compute the following:

1. Working capital
2. Current ratio
3. Quick ratio
4. Number of times inventory turned over during the year and the average number of days required to turn over inventory (round computation to the nearest day)
5. Number of times accounts receivable turned over during the year and the average number of days required to collect accounts receivable (round computation to the nearest day) (10)

Q. No.5: JD Studio, Inc. performs adjusting entries every month, but closes its accounts only at year-end. The studio's year-end adjusted trial balance dated December 31, 2016, appears below.

(Bear in mind, the balance shown for Retained Earnings was last updated on December 31, 2015).

**JD Studio, Inc.
Adjusted Trial Balance
December 31, 2016**

Cash	\$171,100	
Accounts receivable	9,400	
Prepaid studio rent	3,000	
Unexpired insurance	7,200	
Supplies	500	
Equipment	18,000	
Accumulated depreciation: equipment		\$ 7,200
Notes payable		10,000
Accounts payable		3,200
Salaries payable		4,000
Income taxes payable		6,000
Unearned studio revenue		8,800
Capital stock		100,000
Retained earnings		40,000
Dividends	6,000	
Studio revenue earned	165,000	
Salary expense	85,000	
Supply expense	3,900	
Rent expense	12,000	
Insurance expense	1,900	
Advertising expense	500	
Depreciation expense: equipment	1,800	
Interest expense	900	
Income taxes expense	23,000	
	<u>\$344,200</u>	<u>\$344,200</u>

Instructions:

- a. Prepare an income statement and statement of retained earnings for the year ended December 31, 2016. Also prepare the studio's balance sheet dated December 31, 2016.
- b. Prepare the necessary closing entries at December 31, 2016.
- c. Prepare an after-closing trial balance dated December 31, 2016. (10)



UNIVERSITY OF THE PUNJAB

Roll No.

Second Semester - 2017
Examination: B.S. 4 Years Programme

PAPER: Introduction to Psychology (BBA)
Course Code: BBA-104/PSY-12451

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q 1. Encircle (o) the best possible option of following statements. 01 mark each

1. Rorschach is a _____ test.
 - a. Projective test
 - b. Objective test
 - c. Direct observation
2. _____ school of thought rejects mind and consciousness completely
 - a. Functionalism
 - b. Behaviorism
 - c. Gestalt
3. In Maslow's Hierarchy of needs, high order needs are at the _____ of the pyramid
 - a. Bottom
 - b. Top
 - c. Middle
4. Sensory system and motor system are sub system of _____
 - a. CNS
 - b. Peripheral nervous system
 - c. Brain
5. Sensation + Meaning =
 - a. Thinking
 - b. Emotion
 - c. Perception
6. "collective unconscious" is the concept given by _____
 - a. Freud
 - b. Jung
 - c. Maslow
7. A _____ is an in-depth study of a single person
 - a. case study
 - b. survey
 - c. naturalistic observation
8. Inventory is the kind of test which is related to the domain of _____
 - a. Intelligence
 - b. Attitudes
 - c. Personality
9. Functionalism:
 - a. John B. Watson
 - b. Skinner
 - c. William James
10. Conditioning is an important method of _____
 - a. Perception
 - b. Learning
 - c. Motivation



UNIVERSITY OF THE PUNJAB

Second Semester - 2017

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Introduction to Psychology (BBA)
Course Code: BBA-104/PSY-12451

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q 2. Write short answers of all following questions

20 marks each

1. Briefly describe the Bipolar Mood Disorder
2. Briefly describe case study method
3. Explain factors influence perception process
4. Define the concept of different level of consciousness in Freud 's Psychotherapy
5. List down the physical change happen in emotional states
6. Why pituitary gland called "Master Gland"? explain
7. Process of effective communication
8. Explain biological basis of Behavior
9. Describe thinking and its process
10. Explain James Lange theory emotions

Q3. Describe the concept of learning; explain different types of conditioning

OR

Draw and describe the hierarchy of needs theory given by Abraham Maslow 15marks

Q4. Define the concept of frustration and explain the different reactions to frustration.

OR

Describe the psycho sexual stages of development in Freudian theory

15marks



UNIVERSITY OF THE PUNJAB

Roll No.

Third Semester 2017
Examination: B.S. 4 Years Programme

PAPER: Principles of Marketing
Course Code: BBA-201/BUS-21349

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

Q1. Choose the correct answer. (10X1=10 Marks)

1. The act of obtaining a desired object from someone by offering something in return is known as a(n) _____.
 - A. exchange
 - B. value
 - C. relationship
 - D. transaction
2. When marketers try to reduce demand for a product temporarily, they are engaging in.
 - A. demarketing
 - B. satisfying demands
 - C. environmental management
 - D. customer management
3. Every organization wants to design and put into action the marketing mix that will best achieve its objectives in its target markets. Which of the following is not one of the marketing management functions involved in this process?
 - A. planning
 - B. control
 - C. analysis
 - D. segmentation
4. _____ are high-growth, high-share businesses or products that often need heavy investment to finance their rapid growth.
 - A. question mark
 - B. stars
 - C. dogs
 - D. cash cows
5. Marketing _____ is the process that turns marketing plans into marketing actions to accomplish strategic marketing objectives.
 - A. implementation
 - B. planning
 - C. management
 - D. control
6. When a market segment is large or profitable enough to serve, it is termed _____.
 - A. measurable
 - B. accessible
 - C. substantial
 - D. actionable
 - E. differentiable
7. To evaluate the different market segments your company is serving, you would look at all of these factors except which one?
 - A. segment size
 - B. segment growth
 - C. segment structural attractiveness
 - D. company values
 - E. company resources
8. A product's position is based on important attributes as perceived by _____.
 - A. suppliers
 - B. competitors
 - C. market conditions
 - D. consumers
 - E. managers
9. Which of the needs in Maslow's hierarchy most strongly influences a consumer's choice of what to buy at the grocery store?
 - A. esteem
 - B. safety
 - C. physiological
 - D. social
10. In the purchase of a box of salt, a consumer is employing _____.
 - A. habitual buying behavior
 - B. variety seeking behavior
 - C. complex buying behavior
 - D. dissonance reducing buying behavior



UNIVERSITY OF THE PUNJAB

Third Semester 2017

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Principles of Marketing
Course Code: BBA-201/BUS-21349

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

Q. 2 Give short answers. (10X2=20 Marks)

- I. How would you define the term Marketing? Give two definitions.
- II. What are the different steps of Strategic Planning Process?
- III. Define the terms product, Service, Experience. Give one example of each.
- IV. Explain the concept of Skimming Pricing?
- V. What is the difference between Marketing and Selling?
- VI. What is meant by Product Life cycle (PLC). What are its stages?
- VII. Give a definition of the term Brand? Give two examples also.
- VIII. Write down the steps involved in Decision Making Process in Buying?
- IX. What are the Cultural Factors which influence consumer Behaviour?
- X. Define a Social Class? Give examples.

Long questions (3X10=30)

- Q. 3** What do you understand by Promotion Mix? What are its components? Briefly describe any Three of them. (2+2+6=10)
- Q. 4** Elaborate upon the concepts of segmentation, Targeting, Positioning. Explain Demographic Segmentation in detail. (2+1+1+6=10)
- Q.5** What do you know about marketing Mix? Explain it's parts in detail. (2+8=10)



UNIVERSITY OF THE PUNJAB

Roll No.

Third Semester 2017
Examination: B.S. 4 Years Programme

PAPER: Financial Management (Basic)
Course Code: BBA-202/BUS-21351

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

Encircle the best option. (1x 10 = 10 Marks)

- In 3 years you are to receive Rs.5,000. If the interest rate were to suddenly increase, the present value of that future amount to you would
 - Rise
 - Fall
 - Remain unchanged
 - Cannot be determined without more information
- Interest paid (earned) on only the original principal borrowed (lent) is often referred to as
 - present value
 - simple interest
 - future value
 - compound interest
- What is the present value of a Rs.1,000 ordinary annuity that earns 8% annually for an infinite number of periods?
 - Rs.80
 - Rs.800
 - Rs.1,000
 - Rs.12,500
- According to the capital-asset pricing model (CAPM), a security's expected (required) return is equal to the risk-free rate plus a premium
 - equal to the security's beta
 - based on the unsystematic risk of the security.
 - based on the total risk of the security.
 - based on the systematic risk of the security.
- With continuous compounding at 8 percent for 20 years, what is the approximate future value of a \$20,000 initial investment?
 - \$52,000
 - \$93,219
 - \$99,061
 - \$915,240

P.T.O.

6. The formula for current ratio is

- a. Current assets/ Current liabilities
- b. Current liabilities/ Current assets
- c. Current assets/ Total assets
- d. Current assets/ Total liabilities

7. An increase in the firm's receivable turnover ratio means that its cash sales have

- a. Decreased
- b. Increased
- c. Remained the same
- d. None of the above

8. A project should be accepted

- a. If its NPV is greater than the cost of capital
- b. If its NPV is greater than 0 percent
- c. If its NPV is greater than Rs.0
- d. If its NPV is equal to IRR

9. A firm's operating cycle is equal to its inventory turnover in days (ITD)

- a. Plus its receivable turnover in days (RTD).
- b. Minus its RTD
- c. Plus its RTD minus its payable turnover in days (PTD).
- d. Minus its RTD minus its PTD

10. Which of the following accurately describes the behavior of bond prices?

- a. For a given change in market required rate of return, the price of a bond will change by proportionally less, the lower the coupon.
- b. For a given change in the market required rate of return, the price of a bond will change by a smaller amount, the longer its maturity.
- c. If interest rates rise so that the market required rate of return increases, the bond's price will fall.
- d. When the market required rate of return equals the stated coupon rate, the price of the bond be greater than its face value. (Assume annual interest payments and discounting.)



UNIVERSITY OF THE PUNJAB

Third Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Financial Management (Basic)
Course Code: BBA-202/BUS-21351

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

Short Questions (4x 5 = 20 Marks)

1. What is the capital market? What are the primary securities traded in it?
2. What is the purpose of cash budget? What role does the sales forecast play in its preparation?
3. What risk does beta measure? How can you find the beta of a portfolio?
4. What are the five steps involved in the capital budgeting process?
5. What is the difference between the firm's operating cycle and the cash conversion cycle?

Brief Questions (10x 3 = 30 Marks)

1. Sahir Company produces toy balls and sells 400,000 balls a year. Each ball produced has a variable cost of Rs.0.84 and sells for Rs.1.00. Fixed operating costs are Rs.28,000. The firm has annual interest charges of Rs. 6,000, preferred dividends of Rs. 2,000 and a 40 percent tax rate.

- a. Calculate the operating break- even point in units.
- b. Use the degree of operating leverage (DOL) formula to calculate DOL.
- c. Use the degree of financial leverage (DFL) formula to calculate DFL.
- d. Use the degree of total leverage (DTL) formula to calculate DTL.

2. Saad Industries is in the process of choosing the better of two mutually exclusive capital expenditure projects namely M and N. The relevant cash flows for each project are given below. The firm's cost of capital is 16 percent.

	Project M	Project N
Initial investment	Rs. 40,000	Rs. 40,000
Year	Cash inflows	Cash inflows
1	Rs. 13,000	Rs. 19,000
2	Rs. 13,000	Rs. 16,000
3	Rs. 13,000	Rs. 13,000
4	Rs. 13,000	Rs. 10,000
5	Rs. 13,000	Rs. 7,000

- a. Calculate each project's Payback Period.
- b. Calculate the Net Present Value (NPV) for each project.
- c. Based on above calculations and decision criteria for each technique which project would you recommend?

3. Mr. Zahid wishes to estimate the value of an asset expected to provide cash inflows of Rs. 3000 per year at the end of years 1 through 4 and Rs. 15000 at the end of year 5. His research indicates that he must earn 10% on low-risk assets, 15% on average risk assets and 22% on high-risk assets.

What is the most Mr. Zahid should pay for the asset if it is classified as (1) low-risk (2) average risk and (3) high-risk? All else being the same, what effect does increasing risk have on the value of an asset? Explain in the light of your findings.



UNIVERSITY OF THE PUNJAB

Roll No.

Third Semester 2017

Examination: B.S. 4 Years Programme

PAPER: Cost Accounting
Course Code: BBA-203/BUS-21348

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

Q.1. Choose the correct answer. (10x1 = 10 marks)

1. Expected loss is called:
A. Normal loss
B. Abnormal loss
C. Normal gain
D. Abnormal gain
2. Conversion cost is:
A. Sum of direct material & direct labor
B. Difference of direct material & direct labor
C. Sum of direct labor & factory overheads
D. Difference of direct labor & FOH
3. The method of remuneration that links the payment with the units produced, is called:
A. Time work method
B. Piecework method
C. Bonus method
D. None of the above
4. If there are no opening & closing inventories of finished goods, cost of goods sold will be equal to:
A. Cost of goods manufactured
B. Material used
C. Total current manufacturing cost
D. Prime cost
5. The cost which relates to a period, is deducted as expense and not included in the value of inventory, is called:
A. Product cost
B. Period cost
C. Variable cost
D. Direct cost
6. If profit is 20% of cost, sales will be:
A. 100%
B. 80%
C. 20%
D. 120%
7. Material used = Rs. 50,000, Opening inventory of material = Rs. 2,000, Closing inventory of material = Rs. 5,000, Material purchased = ?
A. Rs. 53,000
B. Rs. 47,000
C. Rs. 60,000
D. Rs. 40,000
8. Budgeted (estimated) activity = 10,000 units Budgeted (estimated) FOH = Rs. 40,000
Actual activity = 12,000 units Actual FOH = 50,000
Under/Over-applied FOH = ?
A. Rs. 10,000 under-applied
B. Rs. 10,000 over-applied
C. Rs. 2,000 under-applied
D. Rs. 2,000 over-applied
9. The level of inventory which is maintained to meet unexpected demand, is called:
A. Order level
B. Safety stock
C. Danger level
D. Average stock
10. The process of charging cost of service departments to production departments, is known as:
A. Allocation
B. Primary apportionment
C. Re-apportionment
D. Absorption



UNIVERSITY OF THE PUNJAB

Third Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Cost Accounting
Course Code: BBA-203/BUS-21348

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

Q.2. Give short answers to the following:

(10x2 = 20 marks)

- i. Define cost accounting.
- ii. What is meant by process costing?
- iii. What are the components of total factory cost?
- iv. Define order level.
- v. Define normal loss.
- vi. What is meant by time work schemes?
- vii. What is the purpose of preparing job cost card?
- viii. What is overheads applied (absorption) rate?
- ix. Define direct material cost.
- x. Write down any four functions of budgeting.

Long Questions

Q.3. Fakhir industry purchases a certain product 'OMEGA' in lots of 9600 units which meets six month requirement. The cost per unit is Rs. 40, ordering cost is Rs. 75 per order and carrying cost is 20%.

Required: Calculate savings per year by buying in the most economical lots.

(10 marks)

Q.4. Qasim Co. reported the following production data for its department No. 2:

Transferred in from department No. 1	50,000 units
Transferred out to department No. 3	44,000 units
Units lost in process (normal)	2,000 units
Remaining units were in process $\frac{1}{4}$ complete as to labor and overheads.	
Costing department collected following figures for department No. 2:	
Unit cost received in	Rs. 12
Labor cost	Rs. 216,000
Applied overheads	Rs. 121,500
All materials were put in process in department No. 1.	

Required: Prepare cost of production report for department No. 2.

(10 marks)

P.T.O.

Q.5. Following data have been taken from the records of Mohsin Corporation:

	Jan. 01	Dec. 31
	Rs.	Rs.
Inventories:		
Finished goods	48,600	?
Work in process	81,500	42,350
Materials	34,200	49,300
Other information:		
Depreciation on factory equipment		21,350
Interest earned		6,300
Purchase of materials		364,000
Direct labour		162,500
Indirect labour		83,400
Freight in		8,600
Misc. Factory overheads		47,900
Purchases discount		5,200

Finished goods inventory on 1st January---300 units and on 31st December---420 units (all from current year's production). Sales during the year---3,880 units at Rs. 220 per unit.

Required:

- 1. Unit cost of finished goods inventory on 31st December**
- 2. Total cost of finished goods inventory on 31st December**
- 3. Cost of goods sold**
- 4. Total gross profit and per unit gross profit**

(10 marks)



UNIVERSITY OF THE PUNJAB

Roll No.

Third Semester 2017
Examination: B.S. 4 Years Programme

PAPER: Data Base Management System
Course Code: BBA-204/GEN-21131

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

Section I: Objective

Marks: 10

Q1. Chose at least one correct answer

1. You can add a row using SQL in a database with which of the following?
 - a. ADD
 - b. CREATE
 - c. INSERT
 - d. MAKE
2. The command to remove rows from a table 'CUSTOMER' is:
 - a. REMOVE FROM CUSTOMER
 - b. DROP FROM CUSTOMER
 - c. DELETE FROM CUSTOMER WHERE
 - d. UPDATE FROM CUSTOMER
3. The SQL WHERE clause:
 - a. Limits the column data that are returned.
 - b. Limits the row data are returned.
 - c. Both A and B are correct.
 - d. Neither A nor B are correct.
4. ON UPDATE CASCADE ensures which of the following?
 - a. Normalization
 - b. Data Integrity
 - c. Materialized Views
 - d. All of the above.
5. The SQL keyword(s) _____ is used with wildcards.
 - a. LIKE only
 - b. IN only
 - c. NOT IN only
 - d. IN and NOT IN
6. Which of the following are the five built-in functions provided by SQL?
 - a. COUNT, SUM, AVG, MAX, MIN
 - b. SUM, AVG, MIN, MAX, MULT
 - c. SUM, AVG, MULT, DIV, MIN
 - d. SUM, AVG, MIN, MAX, NAME
7. When the second component of a Join is '=' then is called
 - a. Left Outer Join
 - b. Equijoin
 - c. Non- Equijoin
 - d. None of above
8. To remove duplicate rows from the results of an SQL SELECT statement, the _____ qualifier specified must be included.
 - a. ONLY
 - b. UNIQUE
 - c. DISTINCT
 - d. SINGLE
9. When three or more AND and OR conditions are combined, it is easier to use the SQL keyword(s):
 - a. LIKE only.
 - b. IN only.
 - c. NOT IN only.
 - d. Both IN and NOT IN.
10. Which Clause is used to restrict group in SQL
 - a. Having
 - b. Where
 - c. Group By
 - d. None of these



UNIVERSITY OF THE PUNJAB

Third Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Data Base Management System
Course Code: BBA-204/GEN-21131

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Section II: Subjective

Marks: 50

Q2. Give brief answers to the following questions (Short Questions 4*5)

Marks: 20

1. Write down the Syntax of Single row function and Group function.
2. Define data and information also differentiate between Conceptual & Implementation data model.
3. Differentiate between Entity Integrity rule and Referential Integrity rule.
4. Differentiate between Primary key, Foreign Key, Super key and Candidate key.
5. What is the concurrency control in database managements system?

Q3. Give detail answers to the following questions (Long Questions 3*10)

Marks: 30

1. Draw the E-R Diagram for the given case study.

(10)

CASE STUDY

A company has several departments. Each department has a supervisor and at least one employee. Employees must be assigned to at least one, but possibly more departments. At least one employee is assigned to a project, but an employee may be on vacation and not assigned to any projects. The important data fields are the names of the departments, projects, supervisors and employees, as well as the supervisor and employee number and a unique project number.

2. What is transaction processing? Explain ACID properties of transaction.

(10)

3. Normalize the given table up to 3NF.

(10)

MECH#	SKILL#	SKILL CAT	MECH NAME	MECH AGE	SHOP#	SHOP CITY	SUPV	PROF
21	113	Body	Alice Adams	55	52	NYC	Brown	3
35	113	Body	Doug Baker	32	44	LA	Green	5
	179	Engr						1
50	204	Tran	Charlie Cody	40	44	LA	Green	6
	179	Engr						2
77	148	Tire	Doug Doe	47	52	NYC	Brown	6
	179	Engr						6

ATTRIBUTES: Mechanic-no, Skill-no, Skill-category, Mechanic-Name, Mechanic-Age, Shop-No, Shop-City, Supervisor-Shop, Proficiency.



UNIVERSITY OF THE PUNJAB

Roll No.

Third Semester 2017
Examination: B.S. 4 Years Programme

PAPER: Entrepreneurship
Course Code: BBA-211/GEN-21125

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

Q. 1 ENCIRCLES THE CORRECT ANSWER: (10)

1. Which of the following is an advantage of owning a small business?
 - a. Independence
 - b. Flexibility
 - c. Financial opportunities
 - d. All of the above
2. _____ grants a franchisee the right to market the product and trademark and to use a complete operating system:
 - a. Product franchising
 - b. Trademark franchising
 - c. Business format franchising
 - d. Traditional franchising
3. _____ is considered free advertising.
 - a. Institutional advertising
 - b. Merchandising
 - c. Sales promotion
 - d. Publicity
4. Classification of Small business by size according to SBA is:
 - a. Less than 20
 - b. 20 – 99
 - c. 100 – 499
 - d. 500 or more
5. In the context of Entrepreneurship, which of the following is true about marketing research?
 - a. It helps to identify customers for a small firm's products.
 - b. Employees are a biased source of information about customer preferences.
 - c. It does not generate primary information but uses only secondary information.
 - d. Gathering information is more important than defining the problem.

P.T.O.

6. In the context of a family-owned business, one way to reduce taxes on the owner's estate is to:
- Formulate a family mission statement.
 - Make a formal succession plan.
 - Form a corporation.
 - Sell stock to family members.
7. _____ is the redesign of operations, starting from scratch.
- Rightsizing
 - Downsizing
 - Reinvention
 - Reengineering
8. A _____ consists of the various marketing organizations involved in moving the flow of goods and services from producer to user.
- Distribution channel
 - Intermodal shipping network
 - Channel of transportation
 - Sales promotion network
9. In the _____ stage of the product life cycle, prices are high, sales are low, and profits are negative.
- Introduction
 - Growth
 - Maturity
 - Decline
10. A(n) _____ is formed for civic, educational, charitable, and religious purposes.
- C corporation
 - Nonprofit corporation
 - S corporation
 - Limited-liability company



UNIVERSITY OF THE PUNJAB

Third Semester 2017

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Entrepreneurship
Course Code: BBA-211/GEN-21125

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

Answer all the questions.

Q. 2 Give Short answers of the following questions:

(10×2=20)

1. What are High-knowledge industries?
2. Distinguish between Innovation & Creativity?
3. What are the factors to consider when choosing the type of legal structure for business?
4. What is Limited Liability Partnership (LLP)?
5. What is Competitive Advantage?
6. What is SMEDA?
7. Enlist some of the characteristics of a Franchise?.
8. What are intermediaries?
9. What is entrepreneurship?
10. Why succession planning is important?

Q.3 Discuss problems being faced by the entrepreneurs while establishing a new business?

(10)

Q.4 What is marketing research? How does marketing research aid marketing?

(10)

Q.5 What is franchising? Explain the future of franchising.

(10)

UNIVERSITY OF THE PUNJAB

Roll No.



Fourth Semester - 2017
Examination: B.S. 4 Years Programme

PAPER: Financial Accounting (Advanced)
Course Code: BBA-205 / BUS-22352

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q1. Encircle the most appropriate option. (10x1=10)

1. Internal users of accounting information include all except:

- a. CFO b. CEO c. Creditors d. Departmental managers

2. Liquidity improves when average debt collection period _____:

- a. Remains unchanged b. Increases
c. Decreases d. None of the above

3. The operating cycle of a manufacturer is _____ that of a merchandising company.

- a. Shorter than b. Longer than c. Equal to d. None of the above

4. In a _____, merchandising transactions are recorded immediately as they occur.

- a. Perpetual inventory system b. Periodic inventory system
c. Cash system d. Accrual system

5. Which of the following statements is produced to determine profitability of the business?

- a. Statement of owner's equity b. Statement of financial position
c. Statement of cash flows d. Income statement

6. Accounts receivables are shown in the balance sheet at _____.

- a. Book value b. Net realizable value c. Historical cost d. None of the above

P.T.O.

7. According to which accounting principle 'Allowance for doubtful debts' is made?

- a. Materiality principle
- b. Matching principle
- c. Consistency principle
- d. Cost principle

8. Under which method, the average cost of all units in inventory is computed after every purchase?

- a. Average-cost method
- b. First-in, First-out method
- c. Last-in, First-out method
- d. Specific identification method

9. A land, a building or a machinery is an example of:

- a. Natural resources
- b. Intangible assets
- c. Tangible plant assets
- d. Current assets

10. Any gain or loss on the disposal of plant assets is computed by comparing the:

- a. Purchase price with sales price
- b. Book value with the amount received from the sale
- c. Purchase price with the book value
- d. None of the above



UNIVERSITY OF THE PUNJAB

Fourth Semester -2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Financial Accounting (Advanced)
Course Code: BBA-205 / BUS-22352

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q2. Give short answers. (10x2=20)

- I. What is a **Bank Reconciliation Statement**?
- II. Define **Financial Assets**.
- III. Define **Stakeholders**.
- IV. Differentiate between a **Perpetual and a Periodic Inventory System**.
- V. Define **Depreciation**.
- VI. What is meant by **Consistency Principle**?
- VII. Define **Inventory Turnover Rate**.
- VIII. Differentiate between **Capital Expenditures and Revenue Expenditures**.
- IX. Define **Gross Profit Margin** and give its **Formula**.
- X. Define **Retained Earnings**.

Q3. On April 1, 2010, Bestway Industries purchased new equipment at a cost of \$325,000. The useful life of this equipment was estimated at 5 years, with a residual value of \$25,000.

Requirement:

- a. Compute the annual depreciation expense for each year until this equipment becomes fully depreciated under each method listed below. Because you will record depreciation for only a fraction of a year in 2010, depreciation will extend through 2015 for both methods. Show supporting computations.
 - i) **Straight-line**, with depreciation for fractional years rounded to the nearest whole month.
 - ii) **Diminishing balance method** using 40% rate of depreciation with half-year convention. Limit depreciation in 2015 to an amount that reduces the undepreciated cost to the estimated residual value.
- b. Assume that the equipment is sold at the end of Dec. 2012 for \$ 176,250 cash. Record the necessary gain or loss resulting from the sale under the straight-line method. (10)



UNIVERSITY OF THE PUNJAB

Roll No.

Fourth Semester - 2017
Examination: B.S. 4 Years Programme

PAPER: Mercantile Law
Course Code: BBA-206 / BUS-22353

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Objective Part (A)

Q.1 MULTIPLE CHOICE QUESTIONS

1. Which contract is based upon the principle that no one shall be allowed to enrich himself at the expense of another.
(a) Implied contract
(b) Express contract
(c) Quasi contract
(d) None of these
2. The maximum number of partners in a firm is:
(a) Seven
(b) Ten
(c) Twenty
(d) None of these
3. Sometimes, a party is entitled to claim compensation in proportion to the work done by him. It is possible by filing a suit in the Court for-
(a) Damages
(b) Injunction
(c) Quantum Meruit
(d) Rescission
4. The term 'property' means, in Contract of Sale of Goods Act as:
(a) Ownership
(b) Property (tangible)
(c) Money
(d) Negotiable instrument
(e) None of these
5. The main distinction between sale and agreement to sell is:
(a) Nature of contract
(b) Risk of loss
(c) Transfer of property
(d) None of these

P.T.O.

6. Existing goods are those which are owned and possessed by the:
 - (a) Seller
 - (b) Buyers
 - (c) Both
 - (d) None of these

7. A stipulation essential to the main purpose of the contract is known as:
 - (a) Warranty
 - (b) Condition
 - (c) Guarantee
 - (d) None of the above

8. A Promissory note must be:
 - (a) In writing
 - (b) Signed by witness
 - (c) Oral
 - (d) None of these

9. When a negotiable instrument is endorsed and delivered conditionally or for a special purpose or for safe custody and not for transferring absolutely properly, it is:
 - (a) Documentary bill
 - (b) Escrow
 - (c) Fictitious bill
 - (d) None of these

10. The process of transferring a negotiable instrument is called
 - (a) Transformation of negotiable instrument
 - (b) Endorsement
 - (c) Delivery of Negotiable instrument
 - (d) Transfer by assignment



UNIVERSITY OF THE PUNJAB

Fourth Semester - 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Mercantile Law
Course Code: BBA-206 / BUS-22353

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Subjective Part-B

Q.2 Short Questions

(2 x 10 = 20)

- (i) What is an agreement?
- (ii) Distinguish between an offer and a quotation.
- (iii) When a person is competent to make a contract?
- (iv) What is meant by subsequent impossibility of a contract?
- (v) Define misrepresentation
- (vi) Name the modes by which a contract may be terminated.
- (vii) What is a gratuitous bailment?
- (viii) Who is unpaid seller?
- (ix) What is a bill of exchange?
- (x) What are the characteristics of a valid partnership?

Q.3 Long Questions

(3 x 10 = 30)

- (i) What are the situations in which a contract is valid even without consideration?
- (ii) Discuss the law relating to contract by a person of unsound mind.
- (iii) Distinguish between a contract of guarantee and a contract of indemnity.



UNIVERSITY OF THE PUNJAB

Roll No.

Fourth Semester - 2017

Examination: B.S. 4 Years Programme

PAPER: Money and Banking
Course Code: BBA-207 / BUS-22354

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Objective Section

Q-1 Multiple choice questions.

(10)

1. Which method is used for the formation of bank:
 - A. Royal Order
 - B. Special ordinance
 - C. Company's ordinance
 - D. All of above
2. Whose role is considered important in the beginning of cheque:
 - A. Goldsmith
 - B. Merchants
 - C. Money lenders
 - D. All of above
3. Overdraft facility is only provided on:
 - A. Current account
 - B. Fixed Account
 - C. Savings account
 - D. All of above
4. Pakistan's central bank was established in:
 - A. 1947
 - B. 1948
 - C. 1949
 - D. 1950
5. Central bank provides the following facility to scheduled banks:
 - A. Feast
 - B. Go down
 - C. Clearing House
 - D. None of these
6. The system in which goods are exchanged for goods, is called:
 - A. Gold system
 - B. Barter system
 - C. Monetary policy
 - D. none of these
7. Fiat money is:
 - A. Backed by gold
 - B. Includes currency and gold stored in bank
 - C. A type of money that has no intrinsic value.
 - D. None of these
8. Inflation is a situation in which:
 - A. Decrease in purchasing power
 - B. Decrease in price level
 - C. A given quantity of money purchases a large quantity of goods.
 - D. None of these
9. Lender of the last resort is a term used for;
 - A. Commercial banks
 - B. State bank
 - C. World bank
 - D. None of above
10. LETTER OF CREDIT is issued by the following institution:
 - A. Issuing Bank.
 - B. Advising Bank
 - C. Confirming Bank
 - D. Importer



UNIVERSITY OF THE PUNJAB

Fourth Semester - 2017

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Money and Banking

TIME ALLOWED: 2 hrs. & 30 mins.

Course Code: BBA-207 / BUS-22354

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE SESSION:

Q # 2: Answer the following short questions. (20)

- Define a Bank & a Customer.
- List down functions of money.
- Define Credit Creation.
- Define Central Bank.
- What is intrinsic value?

Q # 3: What is meant by a COMMERCIAL BANK, discuss its major functions & kinds? (10)

Q # 4: Write a note on PRIVATIZATION & NATIONALIZATION of banking in Pakistan. (10)

Q # 5: What do you understand by ISLAMIC BANKING & discuss its mode of finance. (10)

UNIVERSITY OF THE PUNJAB

Roll No.



Fourth Semester - 2017
Examination: B.S. 4 Years Programme

PAPER: Visual Programming Concept
Course Code: BBA-208 / BUS-22350

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Section I: Objective

Marks: 10

Q1. Chose at least one correct answer

1. Which of the following is not an example of a program bug
 - a. Run-time error
 - b. Syntax error
 - c. Operator error
 - d. Logic error
2. Which of the following is the native language of computer
 - a. C language
 - b. Machine language
 - c. Pascal
 - d. DOS
3. The application name always appears in the
 - a. Properties window
 - b. Code window
 - c. Intermediate window
 - d. Title bar
4. A predefined screen that can be used as one of the building blocks of an application is
 - a. Program
 - b. Property
 - c. Method
 - d. Control
5. _____ property is used to display text when you keep your mouse cursor on that control
 - a. Enabled
 - b. Text
 - c. ToolTip Text
 - d. Mouse pointer
6. Visual basic was developed by _____
 - a. Prof Bell
 - b. Prof John Kemmeny and Thmoas Kurtz
 - c. Prof Howard Bell
 - d. Both b and c.
7. A long type integer takes _____ bytes in memory
 - a. 4
 - b. 3
 - c. 5
 - d. 8
8. AND is a _____ operator
 - a. Logical
 - b. Relational
 - c. Arithmetic
 - d. None of the above
9. Wend is the last statement of _____ structure
 - a. While
 - b. Until
 - c. Go to
 - d. For
10. The _____ loop is also called a counter loop
 - a. For ...next
 - b. While.....wend
 - c. Until....loop
 - d. All of the above



UNIVERSITY OF THE PUNJAB

Fourth Semester - 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Visual Programming Concept
Course Code: BBA-208 / BUS-22350

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Section II: Subjective

Marks: 50

Q2. Give brief answers to the following questions (Short Questions)

Marks: (10*2=20)

1. Differentiate between source code and object code.
2. Differentiate between procedural and non-procedural languages.
3. Differentiate between compiler and interpreter.
4. Explain explicit and implicit declaration?
5. What is built_ in functions?
6. Explain the purpose of relational operators and logical operators?
7. What the Difference is between if-Else and Select-Case statement?
8. What is assignment operators?
9. What are Methods of Form?
10. Explain two types of Subprograms.

Q3. Give detail answers to the following questions (Long Questions)

Marks: 30

1. Write a program that takes a number from user as an input in a textbox and display the Factorial of the number using Do-While Loop in another textbox. (10)
2. Write a program that accept obtained marks of five subjects of a student in an examination. Then calculate the percentage and assign grade to a student. Display marks of each subject, total percentage and grade. Grading Criterion is given below (10)

Percentage	Grade
≥ 80	A+
≥ 70 but < 80	A
≥ 60 but < 70	B
≥ 50 but < 60	C
≥ 40 but < 50	D
< 40	F

3. (a) What are the rules for naming variables? (5)
(b) Write an algorithm to find the sum of first fifty numbers? (5)



Attempt this Paper on this Question Sheet only.

OBJECTIVE TYPE

Q 1. Chose the correct answer.

(10x1=10Marks)

1. The very first purpose of bank's credit strategy is to determine _____
A. Risk appetite
B. Risk transferring
C. Risk sharing
D. Risk management
2. BIS stand for _____
A. Bank for industrial settlement
B. Bank for international settlement
C. Bank for internal security
D. Bank for international system
3. Assessment of credit worthiness of individual, corporation or country is
A. Credit strategy
B. Credit rating
C. Credit policy
D. Credit risk
4. Credit information bureau (CIB) was established by SBP in _____
A. 1990
B. 1991
C. 1992
D. 1993
5. Off- balance sheet exposures are finances which are _____
A. Equity based
B. Fund based
C. Non-fund based
D. All of the above
6. Bailment of goods as security for payment of debt is _____
A. Mortgage
B. Pledge
C. Hypothecation
D. Both A & B
7. Mortgage by deposit of title deeds is _____
A. Registered mortgage
B. Equitable mortgage
C. Unregistered mortgage
D. None of the above
8. A mean of settling debt in international trade is _____
A. Documentary credit
B. Letter of guarantee
C. Bull of exchange
D. Both A & C
9. Risk that potential customer obligations will become actual obligations is _____
A. Contingent
B. Non-fund based
C. Off balance sheet exposure
D. All of these
10. Right of creditor to retain debtor property until full payment is _____
A. Security
B. Guarantee
C. Lien
D. None of the above



UNIVERSITY OF THE PUNJAB

Fifth Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Credit Management
Course Code: BBA-301

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.
SUBJECTIVE TYPE

Q 2. Answer the following short questions: (2+2+2+2+2+2+2+2+2+2=20Marks)

- 1) What is credit worthiness report? (2)
- 2) What is the difference between registered and equitable mortgage? (2)
- 3) Define credit management (2)
- 4) What is back to back credit? (2)
- 5) What is third party guarantee? (2)
- 6) What you know about CAMELS approach of credit? (2)
- 7) What is problem loan management process? (2)
- 8) What is credit policy? (2)
- 9) What is working capital management? (2)
- 10) What is define credit risk management? (2)

Q 3. Long Questions:

(10*3= 30 marks)

- Briefly explain the role & functions of the Credit Department of a Bank.
- What kind of credits are available, what are its sources & types explain in your own words.
- Considering the risk factors discuss the preparation of CLP & its importance to protect Bank's interest.



Attempt this Paper on this Question Sheet only.

OBJECTIVE TYPE

Q 1. Chose the correct answer.

(10x1=10Marks)

1. If the instrument is measuring the same which it intends to measure then it is called?
A. Reliable
B. Valid
C. Replicable
D. Both A and C
2. A small scale exploratory research technique that uses sampling but does not apply rigorous standards and include information of a limited number of occurrences
A. Case study
B. Experience survey
C. Secondary data analysis
D. Pilot study
3. The studies in which the researcher study the phenomenon at more than one point in time
A. Cross sectional study
B. Longitudinal study
C. Panel study
D. Both B and C
4. The research done to solve current problem is called
A. Basic research
B. Reporting research
C. Applied research
D. Predictive research
5. Scale used to tap preferences between two or among more objects or times
A. Rating scale
B. Ranking scale
C. Ration scale
D. Likert scale
6. The type of reasoning in which researcher go from specific to general is
A. Deductive
B. Inductive
C. Deductive inductive
D. None
7. Sources of primary data collection are
A. Individuals, focus groups
B. Govt. publication, internet
C. Interviews, questionnaire survey
D. Both
8. The researcher has predetermined set of questions task from interviewee, this type of interview is called
A. Unstructured
B. Structured
C. Observational
D. Open ended
9. The questioning technique that starts from general and go towards more specific one is
A. Pyramid technique
B. Funneling technique
C. Unbiased technique
D. Rephrasing technique
10. The data which is not easily quantifiable is named as:
A. Quantitative
B. Qualitative
C. Numeric data
D. Facts and figures



UNIVERSITY OF THE PUNJAB

Fifth Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Business Research Methods
Course Code: BBA-302

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.
SUBJECTIVE TYPE

Short Questions

Q.2. Give short answer to the following questions. (10x2=20)

- i. Define scientific research.
- ii. Distinguish between reliability and validity.
- iii. Give a schematic diagram of the following statement and indicate different variable. "A promotion campaign brings increased saving by increasing motivation to save but the effect is more pronounced in small a/c savers"
- iv. What is meant by deductive reasoning?
- v. Write down two advantages and two disadvantages of external researcher.
- vi. differentiate between rating and ranking scales?
- vii. Explain the pyramid technique of questioning.
- viii, Why should a manager conduct research in business?
- ix, What is meant by unstructured interview?
- x. What do you know about operationalization of variables?

Long Questions

(10x3=30)

- Q3, Write a detailed note on sampling and its types
- Q4, Describe scientific research and briefly explain its hall marks.
- Q5. Explain various types of data collection methods in research,



UNIVERSITY OF THE PUNJAB

Roll No.

Fifth Semester 2017
Examination: B.S. 4 Years Programme

PAPER: Company Law
Course Code: BBA-303

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.
OBJECTIVE TYPE

Q.1 MULTIPLE CHOICE QUESTIONS

(1x10=10)

- 1) How many persons can form a public company?
 - a) 3
 - b) 4
 - c) 7
 - d) 10
- 2) Directors are the:
 - a) Principals of the company
 - b) Agents of the company
 - c) Debtors of the company
 - d) Owners of the company
- 3) Mortgaged debentures are:
 - a) Secured
 - b) un-secured
 - c) Naked
 - d) None of these
- 4) Article of association of a company shall be signed at least by:
 - a) 4 persons
 - b) 7 persons
 - c) 10 persons
 - d) 15 persons
- 5) Who prepare prospectus of a company:
 - a) Directors
 - b) Shareholders
 - c) Auditors
 - d) Promoters
- 6) A statutory meeting is held:
 - a) Only once
 - b) Every year
 - c) Every 3 years
 - d) Every 5 years
- 7) Extra ordinary general meeting may be called by the:
 - a) Directors
 - b) Share holders
 - c) Employees
 - d) Both a & b
- 8) Riba is the:
 - a) Interest
 - b) Profit
 - c) Zakat
 - d) Remuneration
- 9) Negotiable instruments are:
 - a) Transferable
 - b) Non transferable
 - c) Not endorseable
 - d) None of these
- 10) A Dividend is paid out of:
 - a) Profit
 - b) Capital
 - c) Assets
 - d) All of these



UNIVERSITY OF THE PUNJAB

Fifth Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Company Law
Course Code: BBA-303

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE TYPE

Q.2 Short Questions

(2x10=20)

- i. How article of association can be altered?
- ii. What is the difference between redeemable and irredeemable debentures?
- iii. Describe briefly various modes of winding up of a company?
- iv. What do you mean by bonus shares?
- v. How share can be transferred?
- vi. What do you understand by Riba?
- vii. List down kinds of companies?
- viii. What are the types of cheque?
- ix. Briefly describe essentials of a valid contract?
- x. What do you understand by corporate law authority?

Long Questions

(3x10=30)

- Q.3. Write subject matter of Articles of Association and state its requirements?
- Q.4. Describe the different classes of share capital?
- Q.5. Describe various modes of winding up of a company?



UNIVERSITY OF THE PUNJAB

Roll No.

Fifth Semester 2017
Examination: B.S. 4 Years Programme

PAPER: Web Engineering
Course Code: BBA-304

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Section I: Objective

Marks: 10

Q1. Chose at least one correct answer

1. Which of this language is case sensitive?
 - a. HTML
 - b. XML
 - c. Both A&B
 - d. None of these
2. The first web browser was developed in _____?
 - a. 1911
 - b. 1991
 - c. 1891
 - d. 1990
3. HTML is a _____ language?
 - a. Structural
 - b. Procedural
 - c. Markup
 - d. All of these
4. _____ is a collection of organized data?
 - a. DBMS
 - b. XML
 - c. Objects
 - d. HTML
5. A Markup language is a language that runs on?
 - a. Server
 - b. Browser
 - c. JVM
 - d. All of these
6. TCP is a _____ protocol?
 - a. Stateless
 - b. State full
 - c. Null
 - d. None of these
7. "src" is an attribute of _____ tag in HTML?
 - a. Input
 - b. Img
 - c. Link
 - d. All of these
8. How many methods to embedded CSS into HTML?
 - a. 1
 - b. 3
 - c. 2
 - d. 4
9. IP Address has _____ Memory?
 - a. 24 bit
 - b. 32bit
 - c. 48 bit
 - d. 28bit
10. "href" is an attribute of ----- tag in HTML?
 - a.
 - b. <a>
 - c. <p>
 - d. <h1>



UNIVERSITY OF THE PUNJAB

Fifth Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Web Engineering
Course Code: BBA-304

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Section II: Subjective

Marks: 50

Note: Attempt Section II on Separate Answer Sheet Provided

Q2. Give brief answers to the following questions (Short Questions)

Marks: 20

1. What is TCP/IP protocol?
2. Explain Servlets?
3. What is hyperlink and what tag is used for it?
4. What are the basic methods of HTTP?
5. What is meant by Web Browser and Web Server?
6. Define pros of Apache?
7. Explain advantages of EMAIL?
8. Explain the term WEB Kit?
9. Describe <Form> tag?
10. What is the difference between HttpServlet and GenericServlet??

Q3. Give detail answers to the following questions (Long Questions)

Marks: 30

1. Write HTML code for the following Form?

(10)

Registration Form

Login

Email address
(which will also be your username):

Password:

Remember me (for 2 weeks)

Login

Forgot Password

2. Write ASP code to open a database "User" in Connection Object "connect" and Table name is "Registration" of database in "Record" object. Display all the Record in a table a format using <Table> tab.

(10)

3. Define CSS? Explain the types of CSS with the help of the correct syntax.

(10)



UNIVERSITY OF THE PUNJAB

Roll No.

Fifth Semester 2017

Examination: B.S. 4 Years Programme

PAPER: Human Resource Management

TIME ALLOWED: 30 mins.

Course Code: BBA-305

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE TYPE

Q1. Choose the correct answer.

(10X1=10)

1. Functions of management are:

- A. Planning & Organizing
- B. Leading & Controlling
- C. A & B both
- D. None of these

2. The relationship between two parties where one party has right to make and impose decision and other party has to follow them:

- A. Staff Management
- B. Line Management
- C. A & B both
- D. None of these

3. To identify the number of individuals required by determining the ratio b/w outputs and human inputs:

- A. Expert Assessment
- B. Trend Analysis
- C. Ratio Analysis
- D. Time Series Analysis

4. A list of duties and responsibilities to be performed by an individual:

- A. Job Description
- B. Job Specification
- C. De-Jobing
- D. Job Placement

5. Continuously and systematically moving an employee from one job place to another:

- A. Job Enrichment
- B. Job Enlargement
- C. Job Rotation
- D. Job Placement

6. Sources of candidates,

- A. One
- B. Two
- C. Three
- D. Four

7. Types of interviews

- A. One
- B. Two
- C. Three
- D. Four

8. The training program designed to enhance personal skills of an employee:

- A. Consoling
- B. Coaching
- C. Apprenticeship
- D. Rotation

9. Off job training:

- A. Informal Learning
- B. Job Rotation
- C. Seminar
- D. All of these

10. All kinds of financial and non-financial benefits offered to an employee in exchange of its services:

- A. Appraising people
- B. Compensating people
- C. A & B both
- D. None of these



UNIVERSITY OF THE PUNJAB

Fifth Semester 2017

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Human Resource Management
Course Code: BBA-305

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE TYPE

Q2. Give short answers.

(10X2=20)

1. Why employee selection is important?
2. Differentiate between job enrichment and job enlargement?
3. Define organizational orientation.
4. Define various components of employee compensation.
5. Highlight methods of employee forecasting.
6. Differentiate between coaching and counselling.
7. Explain the job analysis.
8. Highlight major differences between job description and job specification.
9. Define flextime.
10. What do you understand by Equal Employment Opportunity? Narrate briefly!

Q3. Give answers of the following questions.

(3X10=30)

1. What is performance appraisal? Why is performance appraisal important? What are the issues associated with performance appraisal?
2. Define interview. Discuss various types of interviews. Which factors can affect the usefulness of interview?
3. What is training? Explain methods of training with the help of appropriate examples. Discuss when and how the training is effective.



UNIVERSITY OF THE PUNJAB

Roll No.

Sixth Semester - 2017
Examination: B.S. 4 Years Programme

PAPER: Auditing
Course Code: BBA-306

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q # 1 ENCIRCLE THE CORRECT ANSWER:

(10)

- 1- Opening balances of cash and bank are vouched by referring to:
 - A. Physical Inspection
 - B. Audited Balance Sheet of the last year
 - C. Profit & Loss account for the year
 - D. Cash Flow Statement for the year

- 2- An auditor, once appointed, holds office till _____.
 - A. for next five years
 - B. Beginning of the next Annual general Meeting
 - C. Conclusion of the next Annual general Meeting
 - D. Death

- 3- Auditor's opinion is called _____, when auditor concludes that financial statements give a true and fair view in accordance with identified financial reporting framework.
 - A. Qualified
 - B. Un-qualified
 - C. Adverse
 - D. Disclaimer

- 4- Auditing begins where _____ ends.
 - A. Selling
 - B. Inventory valuation
 - C. Accounting
 - D. Purchases

- 5- For a public company, an external auditor must be a/an:
 - A. PhD
 - B. Cost and Management Accountant
 - C. MBA
 - D. Chartered Accountant within the meanings of CA Ordinance 1961



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Auditing
Course Code: BBA-306

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q # 2. Answer the following short questions.

(20)

- 1- Define Auditing.
- 2- What is an Adverse Opinion?
- 3- Define Verification.
- 4- Define Audit Program.
- 5- What is Imprest System?
- 6- Define CIS Environment.
- 7- Define Internal Control System.
- 8- Define Vouching.
- 9- What is meant by Criminal Liability of an auditor?
- 10- What is the difference between an Error and a Fraud?

Q # 3. Discuss an internal control system for purchases.

(10)

Q # 4. What is meant by the Qualified Audit Report? Give Specimen of such a report.

(10)

Q # 5. What special points will receive your attention while auditing the accounts of a sugar mill?

(10)



UNIVERSITY OF THE PUNJAB

Roll No.

Sixth Semester - 2017

Examination: B.S. 4 Years Programme

PAPER: Taxation Management (Basic)
Course Code: BBA-307

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q. No. 1: *Encircle the Most Appropriate Answer of the Following.* (10)

1. Uniform allowance is an example of:
 - a. Special allowance
 - b. Special additional allowance
 - c. Entertainment allowance
 - d. Dearness allowance³
2. A person who received income form winning of lottery will pay tax at ____
 - a. 10%
 - b. 15%
 - c. 20%
 - d. 2.5%
3. Mr. Adeel received legal fee for drafting MOA of a company, by nature it is:
 - a. Capital receipt
 - b. Revenue receipt
 - c. Capital expenditure
 - d. None of the above
4. Which income is exempted from tax:
 - a. Special allowance
 - b. Scholarships
 - c. Special additional allowance
 - d. Both a & b
5. Capital gain tax on sale of Property after 18 Months is:
 - a. 12.5%
 - b. 10%
 - c. 5%
 - d. 16%
6. Mr. Amin withdrew Rs. 51,000 from bank, _____ will be deduct as withholding tax:
 - a. 0.2% of such amount
 - b. 0.3% of such amount
 - c. 0.3% of Rs. 50,000
 - d. None of the above
7. Who is Required to register under the Sales Tax Act, 1990:
 - a. Manufacturer
 - b. Wholesaler
 - c. Importer
 - d. All of the above
8. Income from business is computed under:
 - a. Section12
 - b. Section15
 - c. Section18
 - d. Section37
9. Due date for filing income tax return for salaried person is:
 - a. 30th June
 - b. 31st August
 - c. 30th September
 - d. 31st December
10. Which amount is admissible for average relief?
 - a. Charity
 - b. Educational expenses
 - c. Donation & Pension
 - d. All of the above



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2017

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Taxation Management (Basic)
Course Code: BBA-307

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Answer all the questions

Q 2: Write a short notes on the following:

(2X10X=20)

- (1) Person
- (2) Principal Officer
- (3) What is Capital Asset?
- (4) When a return is considered to be invalid?
- (5) What is Appellate Tribunal?
- (6) What is Provisional Assessment?
- (7) Define KIBOR.
- (8) What is zero rated supply?
- (9) Transitional Tax Year.
- (10) Define Whistle Blower.

Q 3: The following information for Mr. Huzafah is available in respect of tax year ended 30th June 2016: (Marks 15)

1. Basic Salary	Rs. 850,000
2. Bonus	70,000
3. House rent allowance at 50% of basic salary	--
4. Conveyance allowance	80,000
5. Entertainment allowance	10,000
6. Leave enhancement during the services	28,400
7. Interest free loan obtained from the employer	10,00,000
8. Income from other sources	20,000
9. Property income (Net)	1,00,000
10. Profit from speculation business	40,000
11. Loss from another speculation business	10,000
12. Gain on sale of public company shares (Holding period more than one year)	35,000
13. Loss on sale of Painting	20,000
14. Income from talk delivered on TV (gross)	10,000
15. Annuity received from State Life Insurance Corporation of Pakistan	60,000
16. Contribution to approved pension fund	1,40,000
17. Defense saving certificate purchased	20,000
18. Personal legal expenditure	10,000
19. Life insurance premium paid by Employee on the policy of his wife	25,000
20. Gift received from mother	70,000

Required: Computer taxable income and tax payable

Tax rate for salaried person year 2016-17:

Sl. No.	Income Range	Tax Rate
1.	Up to Rs. 400,000	Nil
2.	Rs. 400,000 to 500,000	2% on the amount exceeding Rs. 400,000
3.	Rs. 500,000 to Rs. 750,000	Rs. 2,000 + 5% of exceeding Rs. 500,000
4.	Rs. 750,000 to Rs. 1,400,000	Rs. 14,500 + 10% on the amount exceeding Rs. 750,000
5.	Rs. 1,400,001 to Rs. 1,500,000	Rs. 79,000 + 12.5% on the amount exceeding Rs. 1,400,000
6.	Rs. 1,500,001 to Rs. 1,800,000	Rs. 92,000 + 15% on the amount exceeding Rs. 1,500,000
7.	Rs. 1,800,000 to Rs. 2,500,000	Rs. 137,000 + 14.5% on the amount exceeding Rs. 1,800,000
8.	Rs. 2,500,000 to Rs. 3,000,000	Rs. 2,59,500 + 20% of exceeding Rs. 2,500,000
9.	Rs. 3,000,000 to Rs. 3,500,000	Rs. 3,59,500 + 22.5% on the amount exceeding Rs. 3,000,000
10.	Rs. 3,500,000 to Rs. 4,000,000	Rs. 4,72,000 + 25% on the amount exceeding Rs. 3,500,000

Q 4: Why is the distinction between capital and revenue important from tax point of view? How would you differentiate between capital and revenue expenditure? (Marks 15)

OR

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



UNIVERSITY OF THE PUNJAB

Roll No.

Sixth Semester - 2017
Examination: B.S. 4 Years Programme

PAPER: Management Information System
Course Code: BBA-308

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Multiple Choice Questions

(1*10=10)

Encircle the Most Appropriate answer of the following:

1. The use of information systems because of necessity describes the business objective of
 - a. Survival.
 - b. Improved business practices.
 - c. Competitive advantage.
 - d. Improved flexibility.
2. Accepting the potential costs, duties and obligations for the decisions you make is referred to as
 - a. Responsibility
 - b. Accountability
 - c. Liability
 - d. Due process
3. According to the _____, you should take the action that produces the least harm
 - a. Categorical imperative
 - b. Rise aversion principle
 - c. Utilitarian principle
 - d. Golden rule
4. A field identified in a table as holding the unique identifier of the tables records is called the
 - a. Primary key
 - b. Key field
 - c. Primary filed
 - d. Unique id
5. A small program that is used to hack computer systems is known as
 - a. Virus
 - b. Hacking virus
 - c. Trojan Hoarse
 - d. All of the above
6. Which protocol is the internet based on?
 - a. TCP/IP
 - b. UDP
 - c. WDB
 - d. HTTP
7. An unwanted email is known as
 - a. Email
 - b. Spam
 - c. Virus
 - d. FTP
8. Users trying to steal information using SMS is known as
 - a. Phishing
 - b. Smishing
 - c. SMS Phishing
 - d. Pharming
9. Which of the following view gives a quick understanding of the business processes and flows
 - a. Procedural
 - b. Internal
 - c. Abstract
 - d. Diagrammatic
10. Projections and responses to queries are information output characteristics associated with a(n)
 - a. DSS
 - b. ESS
 - c. MIS
 - d. TPS



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2017

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Management Information System
Course Code: BBA-308

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q2: Questions with Short Answers

(2*10=20)

1. What is the difference between application software and system software?
2. What is the difference between e-commerce and e-business?
3. Define Supply chain management
4. What is meant by Relationships in a Database?
5. Define ESS/EIS
6. What is value web?
7. What is the difference between internet and intranet?
8. What is a complementary asset? Give an example?
9. What is computer virus?
10. What is meant by hacking?

Q3: Explain strategic business objectives of information systems in details?

10

Q4: What is data encryption; also explain Public and Private Key encryption?

10

Q5: Define E-Commerce and its features?

10



UNIVERSITY OF THE PUNJAB

Roll No.

Sixth Semester - 2017

Examination: B.S. 4 Years Programme

PAPER: Development Economics
Course Code: BBA-309

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Section – A

Tick the correct option given against each.

- Q.1 (i) In the socialism economic system every thing belong to:
- (a) State (b) Private
(c) State and Private (d) None of these
- (ii) Wages and prices are flexible in the long run According to:
- (a) Classical economist (b) New classical economist
(c) Fiscalist (d) Moneterist
- (iii) The Progress that meets the needs of the present without compromising the ability of the future generation to meets their own needs is:
- (a) The Tragedy of Common (b) Sustainable Development
(c) Net Primary Productivity (d) The Impossibility Theorem
- (iv) For the economic growth of a country is/are required:
- (a) Capital formation (b) Human resources
(c) Natural resources (d) All of these
- (v) In the long run Expanding Educational and Training Facilities, Transportation and communication and other infrastructure in LDCS should increase:
- (a) Productive paradox (b) Absorptive capacity
(c) The residual (d) Uncertainty



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Development Economics
Course Code: BBA-309

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Section – B

Short Answers

(20 marks)

- Q.2 (i) What is meant by Economic development?
(ii) Explain vicious circle of poverty.
(iii) Define the Term "Unemployment" How it is measured?
(iv) Explain the concept of Demographic Transition.
(v) Explain the Term Human Capital

Section – C

Brief Answers

(30 marks)

- Q.3. Explain the characteristics of underdeveloping countries.
Q.4. How Economic development can be measured.
Q.5. Explain why balance of payment of Pakistan is unfavourable. Suggest some measures to improve it.



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2017

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Current Business Affairs
Course Code: BBA-310

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SHORT QUESTIONS

(2 marks each)

1. Name the countries of D-8 countries.
2. What is meant by United Nations & purpose of its establishment?
3. What is meant by Nuclear Proliferation?
4. What are main functions of IMF?
5. Highlight bad effects of uncertainty on local market.
6. Which agencies are working under UNO?
7. What are objectives of World Bank?
8. Why Consortium is formed?
9. Why current relations between Afghanistan & Pakistan are disturbed?
10. Why China is so important for Pakistan?

LONG QUESTIONS

(10 marks each)

1. Why Kashmir is a disputed territory between India & Pakistan & how it is disturbing our position in the region?
2. What is meant by International Treaties & in your opinion which one is most importance for Pakistan & why?
3. Discuss the Environmental Governance Issues & how they can be solved?



UNIVERSITY OF THE PUNJAB

Roll No.

Sixth Semester - 2017

Examination: B.S. 4 Years Programme

PAPER: Current Business Affairs

TIME ALLOWED: 30 mins.

Course Code: BBA-310

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

MULTIPLE CHOICE QUESTIONS

(10 Marks)

1. How many functions **WTO** has got:
 - a) Six
 - b) Four
 - c) Five
 - d) None

2. Following are a few challenges **IMF** tackling currently except:
 - a) Support low income countries
 - b) Strengthening the international monetary system
 - c) Promoting education in UK.
 - d) Exchange rate stability in the member countries

3. **IMF** extends various facilities to the member countries for the following purposes:
 - a) Balance of payment.
 - b) Imports financing
 - c) Construction of bridges
 - d) All of the above

4. **NPT** stands for the following:
 - a) Non Proliferation Treaty
 - b) Net Petro Treaty
 - c) Non Patronization Terms
 - d) None of the above

5. Area of Kashmir is controlled by:
 - a) 2 countries
 - b) UNO
 - c) Three countries
 - d) None of the above.

6. Introduction of a new product/ business is called:
 - a) Innovation

(P.T.O.)

- b) Creativity
- c) Segmentation
- d) None of the above.

7. Globalization effects the following:

- a) Worldwide business only.
- b) Country business only
- c) Local market
- d) None of the above

8. OPEC stands for the following:

- a) Oil of petrol exporting countries
- b) Organization of petroleum exporting countries.
- c) Organization of Pacific & Eastern Countries
- d) None of the above.

9. What is the purpose of the International Economic Association:

- a) To issue rules & regulations.
- b) To solve problems of countries.
- c) To provide capital
- d) All of the above.

10. Which country is not included in D-8:

- a) India
- b) Pakistan
- c) Indonesia
- d) Turkey



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Corporate Governance
Course Code: BBA-311

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q. No. 2: Give short answer to the following questions.

(20 Marks)

- a) Why corporate governance is important?
- b) What is difference between unitary board and two-tier board?
- c) What is the difference between responsibility and accountability?
- d) CG practices are different across countries in South Asia. Discuss
- e) What is difference between privatization and nationalization?
- f) What is cross shareholding.
- g) What is difference between merger and takeover?
- h) Why accounting standards are necessary?
- i) Who are the board of directors?
- j) What is the role of chief executive officer?

Q. No. 3

Discuss some financial scandals and collapses, which arise in corporate history.

(10)

Q. No. 4

Discuss self-serving management practices.

(10)

Q. No. 5

Discuss corporate governance with reference to Pakistan.

(10)



UNIVERSITY OF THE PUNJAB

Roll No.

Sixth Semester - 2017
Examination: B.S. 4 Years Programme

PAPER: Corporate Governance
Course Code: BBA-311

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q. 1 Encircle the appropriate answer.

(10)

1. In Pakistan, Joint Stock Company is formed under the ordinance.
a. 1978 b. 1884 c. 1984 d. 1973
2. Revised Code of Corporate Governance issued by SECP in
a. 2001 b. 2004 c. 2008 d. 2012
3. What does a company issue to get loan from the public?
a. Shares b. Debentures c. Dividend d. All
4. Salient features of ordinary shares are:
a. Permanency b. No nominal cost c. residual claim d. All
5. It exists only on paper and plays no role in the company, e.g. wives and daughters or personal employees of principal shareholder(s) of the company.
a. The Real Board b. Paper Board c. Trophy Board d. None
6. A meeting between board of directors should be held at least once in every quarter of every financial year.
a. True b. False
7. Choosing the accounting policies to be used and accounting principles to be followed, responsible person / body:
a. Internal auditor b. Audit Committee c. Management d. Shareholder
8. Tipster is a type of whistle-blowers that generally an anonymous person who sends a tip or piece of information about an alleged wrongdoing.
a. True b. False
9. Directors of the company must keep proper minutes of all their meetings.
a. True b. False
10. The code of corporate governance issued by SECP has prescribed determination of suitable measure for protecting the assets of listed company as the terms of reference for an audit committee.
a. True b. False



UNIVERSITY OF THE PUNJAB

Seventh Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Small Business Management
Course Code: BBA-401

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Answer all the questions.

Q. 2 Give Short answers of the following questions:

(10×2=20)

1. Enlist some of the contributions of small business?
2. What is family owned business?
3. Differentiate between reengineering and reinvention.
4. What do you mean by estate planning?
5. What are the factors that need to be considered when choosing the legal form of business?
6. Define niche marketing.
7. What is joint venture?
8. What is business plan?
9. Explain the types of franchising system.
10. What is SMEDA?

Q.3 Write a note on estate planning, its issues and estate planning techniques.

(10)

Q.4 What is franchising? Discuss its future.

(10)

Q.5 Briefly explain how to do marketing research?

(10)



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2017
Examination: B.S. 4 Years Programme

PAPER: Small Business Management
Course Code: BBA-401

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q.1 ENCIRCLE THE CORRECT ANSWER:

1. _____ is reducing the number of employees to increase efficiency.
A. Downsizing
B. Freesizing
C. Reinvention
D. Reengineering
2. The process for identifying and developing internal people with a potential to fill key leadership positions in business is called:
A. Estate planning
B. Succession planning
C. Operational planning
D. None of the above
3. _____ provides for the corporation to buy back a shareholder's stock when he/she leaves the company.
A. Buy/sell agreement
B. Mutual agreement
C. Bond agreement
D. All of the above
4. Each partner actively participates as an equal in managing business and being liable for the acts of other partners in:
A. Limited partnership
B. General partnership
C. C corporation
D. S corporation
5. _____ owns the franchise's name and licenses others to sell its products.
A. Buyer
B. Franchisee
C. Franchiser
D. None of these
6. In the _____ stage of the product life cycle, prices are high, sales are low, and profits negative.
A. Introduction
B. Growth
C. Maturity
D. Decline
7. _____ provides comprehensive long term direction to help a business accomplish its mission.
A. Legal planning
B. Tax planning
C. Strategic planning
D. None of the above
8. Giving special consideration to the needs, desires and wishes of present and prospective customers is:
A. Marketing concept
B. Sales concept
C. Production concept
D. None of these
9. A(n) _____ is formed for civic, educational, charitable, and religious purposes.
A. C corporation
B. Nonprofit corporation
C. S corporation
D. Limited-liability company
10. _____ is the concept that two or more people can accomplish more than the sum of their individual efforts by working together in a coordinated way.
A. Synergy
B. Group
C. Team
D. Effective system



UNIVERSITY OF THE PUNJAB

Seventh Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Pakistan Economy
Course Code: BBA-402

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

(Subjective Portion)

(Section No- I)

Q. No-2 **Write Short Answers of following** **(10 x 2 = 20)**

- i. Define economic growth.
- ii. Define Balance of Payment.
- iii. Write any four economic obstacles of economic development.
- iv. Draw a vicious circle of poverty.
- v. Define Deficit Financing.
- vi. What do you mean by Mechanization of Agriculture?
- vii. Define protection policy.
- viii. Define nationalization.
- ix. Define SMEDA.
- x. Define term "Mark Up".

(Section No- II)

Attempt all questions from section –II. Each question carried equal Marks. **(10 x 3 =30)**

- Q. No-3** How Economic Development can be measured? Discuss briefly the Problems being faced in this regard in the Under Developed countries like Pakistan. **10**
- Q. No-4** "Pakistan is an Agrarian Economy." Still its Yield Per Acre is low. Do you agree with the Statement? Please elaborate. **10**
- Q. No-5** What are the Causes of Adverse Balance of Trade in Pakistan? Suggest the Possible Measures to Improve the Balance of Trade of Pakistan. **10**



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2017
Examination: B.S. 4 Years Programme

PAPER: Pakistan Economy
Course Code: BBA-402

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

(Objective Portion)

Q. No-1 Please encircle the most appropriate choice.

1 x 10 = 10

- i. **Population growth rate in Pakistan is:**
 - a. 1%
 - b. 2%
 - c. 3%
 - d. 4%
- ii. **Which of the following is an example of primary production:**
 - a. Production of a computer
 - b. Opening of a new school
 - c. Farmer growing wheat
 - d. Housewife bakes a cake
- iii. **Balance of payments of a country includes:**
 - a. Current account
 - b. Monetary account
 - c. Capital account
 - d. All of above
- iv. **Exchange rate for currencies is determined by supply and demand in system of:**
 - a. Flexible
 - b. Fixed exchange rate
 - c. Constant
 - d. Govt. regulated
- v. **The index used most often to measure inflation is the**
 - a. Wholesale price index
 - b. Consumer price index
 - c. Student price index
 - d. Producer price index
- vi. **According to traditional thinking on the subject, which of the following would not generate economic growth in an economy?**
 - a. An increase in the size of the labour force
 - b. An increase in the productivity of capital
 - c. A move to more capital intensive production methods
 - d. Discovery of a major mineral resource in the country
- vii. **Term used to express how it is easy to reach at particular place is**
 - a. Durability
 - b. Refer ability
 - c. Accessibility
 - d. Consistency
- viii. **The investment in productive assets and participation in management as stake holders in business enterprises is**
 - a. FDI
 - b. FBI
 - c. Balance of payment
 - d. SDR
- ix. **Commercial policy means:**
 - a. Policy about markets
 - b. Policy for controlling of prices of goods
 - c. Policy about money supply
 - d. Policy about imports and exports
- x. **In foreign trade, Protection policy means:**
 - a. Restrictions on exports
 - b. Restriction on transfer of foreign exchange
 - c. Restrictions on imports
 - d. Immobility of factors



Attempt this Paper on this Question Sheet only.

OBJECTIVE TYPE

SECTION-I

Q. 1

MCQs (1 Mark each)

- (i) $\frac{d}{dx}(\cos x) =$ _____
(a) $\sin x$ (b) $-\sin x$ (c) $\cos x$ (d) None of these
- (ii) If $f(x) = \ln(1 + \sin x)$ then $f'(x) =$ _____
(a) $\frac{-\cos x}{1 + \sin x} + c$ (b) $\frac{\cos x}{1 + \sin x} + c$ (c) $\frac{1}{1 + \cos x} + c$ (d) None of these
- (iii) $\int a^x dx =$ _____
(a) $\frac{a^x}{\ln a} + c$ (b) $a^x \ln a + c$ (c) $ax + c$ (d) None of these
- (iv) If $y = 5e^{3x-4}$ then $\frac{dy}{dx} =$ _____
(a) $5e^{3x-4}$ (b) $15e^{3x-4}$ (c) $20e^{3x-4}$ (d) None of these
- (v) $\int \frac{1}{ax+b} dx =$ _____
(a) $\frac{1}{a} \ln(ax+b)$ (b) $\frac{1}{b} \ln(ax+b)$ (c) $\ln(ax+b)$ (d) None of these
- (vi) If $f(x)$ is a function such that $f'(c) = 0$, and $f''(c) < 0$ then at $x = c$, f has
(a) relative minima (b) relative Maxima (c) concave (d) None of these
- (vii) If $f(x) = 3x^2 - 2x + 1$, then $f'(1) =$ _____
(a) 4 (b) -4 (c) -6 (d) None of these
- (viii) Slope of tangent to the curve $y = e^{-x}$ at $x = 0$ is
(a) 0 (b) 1 (c) -1 (d) None of these
- (ix) $\int_0^2 (x^2 + 1) dx =$ _____
(a) 3/10 (b) 0 (c) 2 (d) None of these
- (x) $x = a \cos \theta, y = b \sin \theta$ are parametric equations of
(a) $y^2 = 4ax$ (b) $\frac{x^2}{a^2} + \frac{y^2}{b^2} = 1$ (c) $\frac{x^2}{a^2} - \frac{y^2}{b^2} = 1$ (d) None of these



UNIVERSITY OF THE PUNJAB

Seventh Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Managerial Accounting
Course Code: BBA-404

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q2. Give short answers:

(10x2=20)

1. Differentiate between a Functional and Master Budget.
2. Define 'Opportunity Cost'.
3. What is meant by 'Cost Center'?
4. Define 'Standard Costing'.
5. Define 'Step Cost'.
6. Define the term 'Contribution Margin'.
7. What is the use of 'Expected Value' in decision making?
8. Define 'Absorption costing'.
9. What is the use of 'High-Low Method'?
10. Define 'Activity-based Costing'.

Q3. Give answers to the following questions.

(10x3=30)

1. Mohsin Ltd. produces a single product XY:

Selling price per unit	Rs. 30
Direct materials per unit	8
Direct labor per unit	6
Variable overhead per unit	4
Fixed overhead incurred \$24,000 per month	
Budgeted production and sales were 10,000 units	
Actual production was 9,600 units, but sales were just 9,400 units.	

Required:

Assuming that the sales price and variable costs per unit were as budgeted and that fixed overhead expenditure was the same as budgeted, show the amount of profit that would be reported using Marginal costing.

2. A company is considering whether to agree to do a job for a customer. It has sufficient spare capacity to take on this job. To do the job, three different direct materials will be required, Material X, Material Y and Material Z. Data relating to these materials is as follows:

Material	Units needed	Units in stock	Original cost of stock Rs. Per unit	Purchase price Rs. Per unit	Disposal value Rs. Per unit
X	800	200	20	23	22
Y	600	400	15	19	12
Z	500	300	30	40	20

P.T.O.

Material X is regularly used by the company for other work. Material Y is no longer in regular use, and the units currently in stock have no alternative use. Material Z is also no longer in use, but if the existing stocks of material are not used for this job, they can be used as a substitute material on a different job, where the contribution(saving) would be Rs.25 per unit of Material Z used.

Required:

Calculate the total relevant costs of the materials for this job.

3. Fakhir manufactures and sells a specialized cordless telephone for high electromagnetic radiation environment. The company's contribution format income statement for the most recent year is given below:

	Total	Per unit	% of sales
Sale (20,000 units)	Rs. 1,200,000	Rs. 60	100%
Variable expenses	900,000	45	? %
Contribution margin	300,000	Rs. 15	? %
Fixed expenses	240,000		
Net operating Income	Rs. 60,000		

Required:

- Compute the company's Contribution Margin ratio and Variable expense ratio.
- Compute the Company's Break-even point in both units and amount (Rs.) using the equation method.
- Assume that sales increase by Rs. 400,000 net year. If cost behavior patterns remain unchanged, by how much will the company's net operating income increase? Use the Contribution Margin ratio to compute your answer.
- Refer to the original data. Compute the company's margin of safety in both amount (Rs.) and percentage form.



UNIVERSITY OF THE PUNJAB

Seventh Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Financial Analysis
Course Code: BBA-405

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SHORT QUESTIONS [10×2=20 Marks]

Q.2 Give short answers to the following terms:

1. Annual Report of a Public Company.
2. Horizontal Analysis.
3. Contribution Margin Ratio with formula.
4. Consolidated Financial Statements.
5. Window Dressing.
6. Operating Cycle.
7. Price/earnings ratio.
8. DuPont analysis.
9. Notes to the financial statements.
10. Financial leverage

LONG QUESTIONS [10×3=30 Marks]

Q.3 What is meant by Financial Ratios? Explain the Objectives and Limitations of Ratio Analysis.

Q.4 Complete the following balance sheet:

Assets	Amount (\$)	Liabilities & Owner's Equity	Amount (\$)
Cash		Accounts payable	
Accounts receivable		Long-term debt	100,000
Inventories		Common stock	
Fixed assets		Retained earnings	125,000
Total assets		Total liabilities & equity	500,000

Additional financial information:

Debt ratio: 60%

Owners' equity ratio: 40%

Quick ratio: 0.75 times

Total assets turnover: 2 times

Average collection period: 40 days

Gross profit margin: 20%

Inventory turnover: 6 times

Calculation must be based on a 365- day year

Q.5 a) If a company has current ratio of 2 and soon after that 5000 common shares of \$10 par, were issued at \$15 per share, of which \$50000 were used for the retirement of short term loan. What is the impact of this transaction on the existing current ratio of the company?

b) Calculate Return on Equity (ROE) by using DuPont analysis if assets turnover is 2, net profit margin is 10%, total assets are \$400000, and total liabilities are \$200000.



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2017
Examination: B.S. 4 Years Programme

PAPER: Financial Analysis
Course Code: BBA-405

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

MULTIPLE CHOICE QUESTIONS [10×1=10 Marks]

Q.1 Choose the correct answer from the following MCQ's questions.

1. If total assets are \$100,000 & total Liabilities are \$40,000, how much is stockholder's equity?
 - a. \$140000
 - b. \$60000
 - c. \$40000
 - d. \$100000
2. Which of the following is called a real account?
 - a. Sales revenue
 - b. Advertising expense
 - c. Accounts receivable
 - d. Cash dividends
3. If a company pays its current liabilities, the current ratio would:
 - a. Increase
 - b. Decrease
 - c. Remains constant
 - d. None of the above
4. If we multiply assets turnover with net profit margin, the resulting figure would be:
 - a. DuPont return on assets
 - b. DuPont return on equity
 - c. Return on net worth
 - d. None of the above
5. Diluted earnings per share is computed for:
 - a. Convertible bonds
 - b. Redeemable preferred stock
 - c. Outstanding common stock
 - d. All of the above
6. Another name of quick ratio is:
 - a. Liquid ratio
 - b. Acid-test ratio
 - c. Both a and b above
 - d. Solvency ratio
7. When inventory turnover is too high with respect to industry average, there may be the possibility of:
 - a. Stock out
 - b. Losing customers
 - c. Decline in sales
 - d. All of the above
8. Common size statement analyses is also known as:
 - a. Horizontal analysis
 - b. Vertical analysis
 - c. Index analysis
 - d. None of the above
9. Common stockholders' equity include the followings EXCEPT:
 - a. Paid in capital
 - b. Additional paid in capital
 - c. Retained earnings
 - d. Bonds payable
10. If interest coverage ratio is high with respect to industry average, it is:
 - a. Favorable
 - b. Unfavorable
 - c. Not considered in analysis
 - d. None of the above



UNIVERSITY OF THE PUNJAB

Seventh Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Sales Management
Course Code: BBA-406

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q. No.2 Give Short Answer (10x2=20)

1. What is personal selling?
2. What kind of sales people are called missionary sales people?
3. What are concentrated markets?
4. What is pull strategy?
5. Who are order takers.
6. What is a sales channel?
7. What is market segmentation?
8. What is meant by prospecting?
9. Define in-bound center.
10. What is marketing Mix?

Q. No.3 Give Answer of the following questions. (3x10=30)

1. Write a note on market segmentation.
2. What are the characteristics of sales channels.
3. Write a note on sales promotion.



UNIVERSITY OF THE PUNJAB

Seventh Semester 2017

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Sales Management
Course Code: BBA-406

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q.No.1. Select the best option out of the various options give below:

- 1 Variables such as age, gender, social class, and life style may be used for which of the following:
(a) B 2 B selling (b) B 2 C selling
(c) Both of the above (d) None of the above
- 2 Where the manufacturer sells to a restricted no of dealers may be categorized as which of the following.
(a) Exclusive (b) Intensive
(c) Both of the above (d) None of the above
- 3 What the focus of marketing is?
(a) Immediate sales only (b) Life time sales
(c) No sales (d) None of the above.
- 4 When selecting sales channels, the company must take into consideration which of the following?
(a) The product and channel cost (b) The manufacturing operations and political environment
(c) General economic conditions. (d) None of the above.
- 5 Who is more relevant in consumer selling.
(a) Retailer (b) Agent
(c) Manufacturer (d) None
- 6 In longer channels, which of the following are more suited?
(a) Low-cost , low technology (b) High cost, high technology
(c) No-cost, no technology (d) none
- 7 When a company conforms to specific customer needs, it is called as:
(a) Customization (b) Standardization
(c) Both of the above (d) None of the above
- 8 Penetration pricing may relate to which of the following:
(a) Increasing price (b) Moderating price
(c) Decreasing price (d) None of the above
- 9 In terms of selling, what is true of industrial processes.
(a) They have longer channels. (b) They are sold directly from the producer to user
(c) Both of the above (d) None of the above
- 10 Sales performance evaluation are necessary.
(a) As a way for management to obtain their bonuses (b) To supplement training
(c) To provide feed back to sales person (d) None of the above



UNIVERSITY OF THE PUNJAB

Seventh Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Marketing Research
Course Code: BBA-407

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q.NO.2: Give Short answers to the following questions.

- 1) Differentiate between Conceptual & Operational definition.
- 2) What is meant by reliability?
- 3) Define guinea pig & Hawthorne effect
- 4) How to trade off between Internal & External Validity in experiment design?
- 5) Define marketing research?
- 6) What is inductive approach?
- 7) Differentiate parametric and non parametric research?
- 8) What is a random sampling error?
- 9) Define multiple regression.
- 10) What is probability sampling?

Q.NO.3: What is Non probability sampling, briefly narrate different types of it? (10 Marks)

Q.NO.4: Differentiate exploratory and descriptive research, Explain different techniques of exploratory research? (10 Marks)

Q.NO. 5: What are the different steps in proposal writing. Narrate each one in detail. (10 Marks)

Q.NO.6: Indicate whether the following measures are nominal , ordinal, interval or ratio scales. Support your answers with logic. (10 Marks)

- Prices on the stock market
- Marital status, classified as “married” or “unmarried”
- Whether the respondent has ever been unemployed
- Professional rank: assistant professor, associate professor, or professor
- Grades: A, B, C, D or F



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2017
Examination: B.S. 4 Years Programme

PAPER: Marketing Research
Course Code: BBA-407

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q1. Choose the correct answer.

1. Which of the following is a discrete variable
 - a. Height
 - b. Age
 - c. Miles per gallon
 - d. Number of children
2. When a research is conducted in artificial setting it is called
 - a. Non-contrived
 - b. Field study
 - c. Contrived
 - d. Lab experiment
3. The Variables in research design which can be measured are
 - a. Concept
 - b. Construct
 - c. a & b
 - d. None of these
4. The scale that allows a researcher to assign subjects to certain categories or groups is called
 - a. Nominal
 - b. Ordinal
 - c. Interval
 - d. Ratio
5. The sampling technique in which sample size keep on increasing with every stage is called
 - a. Random sampling

P.T.O.

b. Convenience sampling

c. Snow Ball Sampling

6. Measures that reflect the intensity of a concept by assigning values that can take on any value along some scale range

a. Continuous

b. Discrete

c. a & b

d. None of these

7. A study which is undertaken when not much is known about the situation at hand is..

a. Descriptive

b. Unit of analysis

c. Exploratory

d. Hypothesis Testing

8. The study in which important variables associated with the problem is called

a. Casual Study

b. Correlational Study

c. Case Study

d. Hypothesis Testing

9. A mechanical device used to observe and record changes in the diameter of subject's pupils

a. pupilometer

b. psycho galvanometer

c. eye-tracking monitor

d. eye scanner

10. The sampling in which the most easily accessible members are chosen as subjects

a. Judgment

b. Quota

c. Convenience

d. Cluster



UNIVERSITY OF THE PUNJAB

Seventh Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Strategic Human Resource Management
Course Code: BBA-408

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SHORT QUESTIONS

Q2. Give short answers.

(10X2=20)

- I. Differentiate Hard and Soft HRM.
- II. Critically evaluate the concept of HRM.
- III. Define Strategy.
- IV. Explain core competencies or distinctive capabilities.
- V. Define sources and types of knowledge.
- VI. How cultural difference is a strategic issue for multinationals?
- VII. Define Bundling.
- VIII. Differentiate between convergence and divergence of HR policies.
- IX. What is the concept of corporate social responsibility?
- X. Define business Model.

LONG QUESTIONS

(10X3=30)

Q3. Define strategic CSR? What does CSR activities include? Discuss characteristics of CSR strategy.

Q4. What is meant by engagement? How engagement and discretionary behavior is linked? What are the factors that influence employee engagement?

Q5. Define Resourcing? Discuss resourcing plans and retention strategies.



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2017

Examination: B.S. 4 Years Programme

PAPER: Strategic Human Resource Management
Course Code: BBA-408

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q1. Choose the correct answer.

(10X1=10)

1. _____ describes how people within their organizations act individually or in groups.
A. AMO theory
B. Organizational behaviour theory
C. Human capital theory
D. None of these
2. The overall purpose of human resource management (or people management) is to ensure that the organization is able to achieve success through _____.
A. Finance
B. People
C. A & B both
D. None of these
3. The external environment consists of _____ and economic developments and competitive pressures.
A. Social
B. Political
C. Legal
D. All of these
4. Business Strategy is the direction and scope of an organization over the _____ term.
A. Longer
B. Shorter
C. Medium
D. None of these
5. A _____ is a chain of activities for a firm operating in a specific industry
A. Supply chain
B. Value chain
C. Operational chain
D. A & B both
6. Strategic flexibility is defined as the ability of the firm to _____ changes in its competitive environment.
A. Adapt
B. Respond
C. Adopt
D. A & B both
7. The life-cycle model is based on the theory that the development of a firm takes place in _____ stages.
A. Four
B. Five
C. Six
D. None of these
8. The concept of _____ covers both what has been achieved and how it has been achieved.
A. Motivation
B. Performance
C. Pattern
D. A & B both
9. Human capital management (HCM) is concerned with _____ on data that informs the direction of value-adding people management strategy.
A. Obtaining
B. Analyzing
C. Reporting
D. All of these
10. The main considerations to be taken into account in formulating HR strategies are achieving _____.
A. Horizontal fit
B. Vertical fit
C. Both A & B
D. None of these



UNIVERSITY OF THE PUNJAB

Seventh Semester 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Organizational Development
Course Code: BBA-409

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q2. Give short answers.

(10X2=20)

1. Differentiate between personal refreezing and relational refreezing?
2. Define primary characteristics of organization development?
3. Define pivotal norms and peripheral norms?
4. What do you understand by OD practitioner?
5. Explain briefly Lewin's model of change?
6. Define characteristics of ideal, healthy and effective organizations.
7. Who is client?
8. Name the methods for collecting data?
9. What is difference between downsizing and reengineering?
10. Explain important aspects of socialization when joining an organization?

Q3. Give answers of the following questions.

(3X10=30)

1. What are pros and cons of internal and external practitioners? Compare and contrast five basic practitioner styles.
2. Explain theories of planned change. How they are different from each other? Discuss in detail!
3. What are the characteristics of an effective team? Discuss the steps of team development process. Groupthink can be avoided through team development process. Elaborate through examples.



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2017
Examination: B.S. 4 Years Programme

PAPER: Organizational Development
Course Code: BBA-409

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q1. Choose the correct answer.

(10X1=10)

- 1. The words organization development refers to something about organizations and _____ them.**
A. Administrating
B. Developing
C. Managing
D. None of these
- 2. The second stem of OD evolution is:**
A. Action research
B. Participative management
C. Laboratory training
D. Strategic change
- 3. Who is called "Father of OD"?**
A. Adam Smith
B. Kurt Lewin
C. Henry Fayol
D. F.W. Taylor
- 4. _____ are organized and shared ideas regarding what members should do and feel.**
A. Culture
B. Behavior
C. Norms
D. None of these
- 5. A psychological contract may be defined as an _____ agreement between individuals and the organization of which they are members.**
A. Unwritten
B. Unwanted
C. Unusual
D. None of these
- 6. The first stage of action research model is:**
A. Contracting
B. Entry
C. Feedback
D. Diagnosis
- 7. _____ focuses on understanding organizational problems, including their causes and consequences, or on identifying the organization's positive attributes.**
A. Entering and contracting
B. Feedback
C. Diagnosis
D. None of these
- 8. The term organization development practitioner refers to at least _____ sets of people.**
A. Two
B. Three
C. Four
D. Five
- 9. _____ refers to the practitioner's entry into the client stem and includes several different roles and activities.**
A. Intercession
B. Interference
C. Intervention
D. All of these
- 10. The goal of the stabilizer style is neither _____ nor participant satisfaction.**
A. Inefficiency
B. Discontent
C. Effectiveness
D. Standardization



Attempt this Paper on this Question Sheet only.

Objective Type

Q 1: Some possible answers are given for the following questions. Encircle the correct answer. (10)

- (i) The $100(1-\alpha)\%$ confidence interval for the populations mean μ when $n > 30$ and σ is unknown is;
(a) $\bar{X} \pm t_{(\frac{\alpha}{2}, n-1)} \frac{\sigma}{\sqrt{n}}$ (b) $\bar{X} \pm t_{(\frac{\alpha}{2}, n-1)} \frac{s}{\sqrt{n}}$ (c) $\bar{X} \pm Z_{\frac{\alpha}{2}} \frac{\sigma}{\sqrt{n}}$ (d) $\bar{X} \pm Z_{\frac{\alpha}{2}} \frac{s}{\sqrt{n}}$
- (ii) The procedure by which, we estimate unknown value of true population parameter by using the sample information is called;
(a) Testing Hypothesis (b) Null Hypothesis
(c) Estimation (d) All of these
- (iii) The Probability of Type I error is also called;
(a) Power of test (b) level of significance
(c) Correct decision (d) β
- (iv) One tailed test is used, when;
(a) $H_1 : \mu \neq \mu_0$ (b) $H_1 : \mu > \mu_0$
(c) $H_1 : \mu < \mu_0$ (d) Both "b" & "c" but not "a"
- (v) In Analysis of Variance, Within (error) Sum of Square = _____;
(a) Total S.S. + Between Samples S. S. (b) Total S.S. - Between Samples S. S.
(c) Total S.S. \times Between Samples S. S. (d) All of these
- (vi) In the regression equation $Y = \alpha + \beta x + \varepsilon$, both X and Y variables are;
(a) Random (b) Fixed
(c) X is fixed and Y is random (d) X is random and Y is fixed
- (vii) The range of Multiple Correlation Coefficient is;
(a) -1 to +1 (b) 0 to ∞ (c) 0 to 1 (d) -1 to 0
- (viii) If the hypothesis $H_0: \beta = 0$ is accepted, then we conclude that two variables are linearly;
(a) Independent (b) Correlated (c) Dependent (d) Related
- (ix) The F -distribution distribution has _____ parameter;
(a) Two (b) Three (c) One (d) None of these
- (x) The number of degree of freedom in $r \times c$ contingency table is;
(a) $(r+1)(c-1)$ (b) $(r-1)(c-1)$ (c) $(r)(c)$ (d) $(r+1)(c+1)$



UNIVERSITY OF THE PUNJAB

Eighth Semester - 2017

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Statistics (Advanced)
Course Code: BBA-410

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Note: Attempt all question. Use of scientific calculator and statistical table is allowed.

Q 2: Write short answer of the following questions: (2 × 10 = 20)

- i. Define Statistical Inference.
- ii. Compare one tailed test with two tailed test.
- iii. What is Contingency table?
- iv. Note down assumptions carried out in testing hypothesis through t-distribution.
- v. Define ANOVA.
- vi. Define standard error of estimate.
- vii. Give four properties of correlation coefficient in mathematical language.
- viii. If $b_{yx} = -0.50$ and $b_{xy} = -1.25$, then: $r_{xy} = ?$ and $r_{yx} = ?$
- ix. Give the meaning of $r^2_{yx} = 90\%$ considering y as dependent variable.
- x. Find the value of chi-square using following 2×2 contingency table:

50	50
50	50

Q 3: (a) The life in hours of six randomly selected blubs was found to be 1260, 1075, 1150, 1240, 1050, and 1300. Test the hypothesis that the mean life in the population is 1200 hours by using 95% confidence interval. (05)

(b) A manufacture claimed that at-least 95% of the equipment which he supplied to a factory confirmed to the specification. An examination of a sample of 200 equipment revealed that 18 were faulty. Test manufacture's claim at 5% level of significance. (05)

Q 4: Two hundred digits are chosen at random from a random numbers table the frequency of occurrence of each digits is given in following table:

Digit	0	1	2	3	4	5	6	7	8	9
Frequency	18	19	23	21	16	25	22	20	21	15

Is this data helping you to believe that digits are evenly distributed in the random numbers table from which these are chosen? ($\alpha = 0.05$). (10)

Q 5: (a) Fit a Least Square Regression Line to estimate future demand against given market price using following past data:

Digit	3	4	5	6	7	8	9	10	11	12
Frequency	25	24	20	20	19	17	16	13	10	6

(b) A experiment wished to study the effect of four fertilizers on the yield of crop. The researcher used 24 plots and assigned each fertilizer at random to 6 plots. Part of his calculations is shown in following ANOVA table:

Source	DF	SS	MS	F-Calculated	F-Tabled
Fertilizers	?	2940	?	?	3.10
Error	?	?	?	-	-
Total	?	6212	-	-	-

Complete the afore-stated ANOVA table by filling the cells marked by the sign "?". Also decide whether the fertilizers differ significantly in their effect on the yield of crop? (10)



UNIVERSITY OF THE PUNJAB

Roll No.

Eighth Semester - 2017
Examination: B.S. 4 Years Programme

PAPER: E-Commerce
Course Code: BBA-411

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Multiple Choice Questions

(1*10=10)

- 1) In which auction model price increase with time?
 - a. Wicker Auction
 - b. Reverse Auction
 - c. Forward Auction
 - d. Simple Auction

- 2) A counterpart within organization is called
 - a. Intranet
 - b. Extranet
 - c. Internet
 - d. A + B

- 3) _____ retailer offers a transactional website from which to conduct business.
 - a. Virtual Retailer
 - b. Click and Mortar retailer
 - c. Brick and mortar retailer.
 - d. Direct retailer.

- 4) Which of following marketing campaign are cheap an effective way to target potential customer?
 - a. Sale force
 - b. E-mail
 - c. Media promotion
 - d. Marketing software

- 5) Hit:
 - a. No of http requests
 - b. No of times an ad is served
 - c. % time an ad is not clicked.
 - d. No of pages viewed.

(P.T.O.)

6) An Example of Brick and Motor store is

- a. Baba Bakers
- b. Yahoo.com
- c. Amazon.com
- d. Bata.com

7) An example of E-Government website is

- a. Yahoo.com
- b. Google.com
- c. Pu.edu.pk
- d. punjab.gov.pk

8) Which entity does not include in SET(Secure Electronic Transaction)?

- a. Seller
- b. Buyer
- c. Payment Gateway
- d. Bank

9) Which is best suitable payment method if a customer don't have credit card

- a. Easy paisa
- b. Mobi cash
- c. Cash on Delivery
- d. Debit card

10) The presentation of product information is an electronic form

- a. Customization
- b. Electronic Catalog
- c. Mobile Portal
- d. None of the above.



UNIVERSITY OF THE PUNJAB

Eighth Semester - 2017

Examination: B.S. 4 Years Programme

Roll No.

PAPER: E-Commerce

Course Code: BBA-411

TIME ALLOWED: 2 hrs. & 30 mins.

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Questions with Short Answers

(2*10=20)

1. Differentiate between Trojan horse and a Firewall.
2. What is meant by forward auction?
3. What are the benefits of social media in promoting your products and services?
4. Define Search Engine and Give some Examples.
5. Define online payment system.
6. Define an Enterprise Resource Planning (ERP)
7. Explain the difference between visit and unique visit.
8. What is E-Governments, explain using an example?
9. Describe the process of Building a Web site.
10. How should my e-commerce business work with my other channels (Stores , Catalog, Wholesale)

Questions with brief Answers

(10*3=30)

1. What is an E-marketplace? Also define some of its types.
2. Define Encryption and its types?
3. What are the main causes of E-commerce failure in Pakistan?



UNIVERSITY OF THE PUNJAB

Roll No.

Eighth Semester - 2017
Examination: B.S. 4 Years Programme

PAPER: Financial Institutions & Services
Course Code: BBA-412

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

- Note: Write your Roll No. in space provided. Attempt all Questions.

Q.No.1. Encircle the Most Appropriate Answer of the following: (10)

1. The services provided by financial institutions as providing financing to any specific sector of economy such as real estate business are classified as

- a) Business allocation
- b) Sector allocation
- c) Economic allocation
- d) Credit allocation

2. The process of online selling and buying of stocks and bonds is classified as:

- a) S-trade
- b) B-trade
- c) E-trade
- d) Stock trade

3. Which of the following are used to monitor and stabilize the economy?

- a) Stock exchanges
- b) Commercial Banks
- c) Central Banks
- d) Financial institutions

4. The one that you get from bank when you open your checking account is _____.

- a) Debit card
- b) Credit card
- c) Store value card
- d) Customer card

5. Which of the following has created an opportunity for small investors to participate in economic activity?

- a) Mutual funds
- b) Small corporations
- c) Stock brokers
- d) Small investors cannot take part in economic activity

P.T.O.

6. Which of the following is not a primary objective of the FED?

- a) Low and stable inflation
- b) High and stable real growth
- c) Financial system stability
- d) Maintaining low interest rates

7. In a numerical expression based on a level analysis of a person's credit files, to represent the creditworthiness of the person

- a) Credit rating
- b) Interest rate risk
- c) Credit score
- d) All of the given option

8. _____ is the interest rate at which the present value annual revenue equals the cost of the investment.

- a) Fixed rate of interest
- b) Internal rate of return
- c) Variable rate of interest
- d) Nominal rate of interest

9. If information in a financial market is asymmetric, this means:

- a) Borrowers and lenders have perfect information
- b) Borrowers would have more information than lenders
- c) Borrowers and lenders have the same information
- d) Lenders lack any information

10. Stock market bubbles can lead to:

- a) An inefficient allocation of resources
- b) Stock market crashes
- c) Patterns of volatile returns from the stock market
- d) All of the given options



UNIVERSITY OF THE PUNJAB

Eighth Semester - 2017

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Financial Institutions & Services
Course Code: BBA-412

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q.No.2. Define the followings: (20)

- i. Explain the difference between calculated and abrupt risk.
- ii. List down any five investment banks working in Pakistan.
- iii. Define mutual funds.
- iv. Define Credit score.
- v. Define financial bubble.
- vi. What do you understand by finance company?
- vii. Write down the types of financial innovations.
- viii. What is measure of intra state risk?
- ix. Define Trade related modes of financing.
- x. Define Mudaraba.

Q.No.3. Define Commercial Banks. Explain the role of Commercial banks in the economy of Pakistan. (10)

Q.No.4. Define monetary policy. Write a detailed note on the quantitative and qualitative measures of monetary policy. (10)

Q.No.5. Define Leasing. Briefly explain its merits and demerits. Also list down the major leasing companies in Pakistan. (10)



UNIVERSITY OF THE PUNJAB

Roll No.

Eighth Semester - 2017
Examination: B.S. 4 Years Programme

PAPER: Financial Management (Advanced)
Course Code: BBA-413

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q.1 Choose the correct answers from the following MCQ's questions. (10 Marks)

- 1) Increasing the credit period from 30 to 60 days, in response to a similar action taken by all of our competitors, would likely result in:
 - a. An increase in the average collection period.
 - b. A decrease in bad debt losses
 - c. A decrease in average collection period
 - d. None of the above
- 2) If real interest increases, investment will:
 - a. Increase
 - b. Decrease
 - c. Remain constant
 - d. None of the above
- 3) _____ is the risk related to the uncertainty inherent to the entire market or entire market segment:
 - a. Unsystematic risk
 - b. Credit risk
 - c. Systematic risk
 - d. All of the above
- 4) Receiving a required inventory item at the exact time when it is needed is:
 - a. ABC system
 - b. JIT System
 - c. EOQ system
 - d. Inventory turnover
- 5) _____ is the discount rate at which the present value of future cash flows equals to the initial cost of investment:
 - a. Fixed rate of return
 - b. Nominal rate of return
 - c. Real rate of return
 - d. Internal rate of return
- 6) If information in a financial market is asymmetric, this means:
 - a. Borrowers and lenders both have the same information
 - b. Borrowers have more information than lenders
 - c. Lenders have more information than borrowers
 - d. None of the above
- 7) The minimum standard set by a business firm for granting credit to its customers is:
 - a. Credit terms
 - b. Credit monitoring
 - c. Both a and c
 - d. Credit standard
- 8) The dividend paid in the form of shares is known as:
 - a) Cash dividend
 - b) Stock dividend
 - c) Property dividend
 - d) Both a and b
- 9) The use of fixed financing costs to magnify the effects of changes in earnings before interest and taxes on the firm's earnings per share is:
 - a) Financial leverage
 - b) Operating leverage
 - c) Financing leverage multiplier
 - d) Cost of capital
- 10) The attitude in which investors require an increased return for an increase in risk is known as
 - a) Risk seeking
 - b) Risk averse
 - c) Risk indifferent
 - d) None of the above



UNIVERSITY OF THE PUNJAB

Eighth Semester - 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Financial Management (Advanced)
Course Code: BBA-413

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q.2 Give short answers to the following terms: (10×2=20 marks)

- | | |
|----------------------------------|---------------------------|
| A) Call Option | B) Cash Conversion Cycle |
| C) Residual dividend policy | D) Financial leverage |
| E) Required rate of return | F) Marketable securities |
| G) Hybrid security | H) Leverage buy out (LBO) |
| I) Operating and financial lease | J) Stock swap transaction |

Long Questions (3×10=30 marks)

Q.3 Data for Huzaifah Foods and Zain Beverage are given in the following table. Huzaifah Foods is considering merging with Zain Beverage by swapping 1.25 shares of its stock for each share of Huzaifah stock. Huzaifah expects its stock to sell at the same price/earnings multiple after the merger as before merging.

Particulars	Huzaifah Foods	Zain Beverage
Earnings available for common stockholders	PKR 500000	PKR 100000
Number of common shares outstanding	150000	25000
Market price per share	PKR 45	PKR 50

- Calculate ratio of exchange in market price.
- Calculate the earnings per share and price/earnings ratio for each company.
- Calculate the price/earnings ratio used to purchase Zain beverage.
- Calculate the post-merger earnings per share for Huzaifah Foods.
- Calculate the expected market price per share of the merged firm. Discuss this result in light of your findings in part a above.

Q.4 Syed Ltd. has the following stockholder equity account. The firm's common stock currently sells for PKR 40 per share.

Preferred Stock	PKR 1800000
Common stock (500000 shares par PKR 10)	5000000
Paid in capital in excess of par Common	2000000
Retained earnings	3200000
Total stockholders' equity	<u>PKR12000000</u>

- Show the effect on the firm's equity of a cash dividend PKR 2.00, PKR 3.00, and PKR 6.00 per share.
- Show the effect on the firm's equity of a 2%, 4% and 6% stock dividend.

Q.5 Star Ltd. presently gives credit terms of "net 30 days". It has PKR 5 million in annual credit sales, and its average collection period is 40 days. Currently bad debts are 3% of sales. To stimulate sales, the company may give credit terms of "net 50 days". If it does instigate these terms, sales are expected to increase by 15%. After the change, the average collection period is expected to be 60 days. Bad debts will rise from 3% to 4% of sales. Variable costs are PKR 0.80 for every PKR1.00 of sales, and the company's before tax required rate on investment in receivables is 20 percent. Should the company extend its credit period? (There are 360 days in a year)



Attempt this Paper on this Question Sheet only.

Q. No. 1.: *Encircle the Most Appropriate Answer of the Following.*

1. Golden handshake is taxed @ average rate of _____:
 - a. Last 2 or 3 year
 - b. Last 3 or 5 year
 - c. Last 10 year
 - d. None of the above
2. Income from other source is discussed in income tax ordinance 2001 under section
 - a. 11
 - b. 39
 - c. 12
 - d. None of these
3. Which Sales Tax Act is applicable now a days?
 - a. 1951
 - b. 2001
 - c. 1990
 - d. 1984
4. Appellate Tribunal is appointed by the:
 - a. FBR
 - b. Federal Government
 - c. Provincial Government
 - d. None of the above.
5. On 14th August 1947, Pakistan Government adopted the Income Tax Act:
 - a. 1918
 - b. 1921
 - c. 1922
 - d. 1932
6. Mr. Ali Raza is senior citizen and his taxable income is Rs. 1400,000, a Special Tax Rebate will be provided to him @ _____ of tax payable.
 - a. 75%
 - b. 50%
 - c. 25%
 - d. 0%
7. Sixth schedule of the Income Tax Ordinance,2001 specified the list of goods:
 - a. Totally Exempted
 - b. Totally Taxable
 - c. Partially Exempted
 - d. Partially Taxable
8. Heads of income classified under section 11 of the Income Tax Ordinance 2001 consists of:
 - a. 4 heads
 - b. 6 heads
 - c. 5 heads
 - d. 7 heads
9. Sales Tax paid is allowed as input tax on?
 - a. Electricity Bills
 - b. Telephone Bills
 - c. SNGPL Bills
 - d. All of above
10. Income Tax ordinance 2001 consists of:
 - a. 13 chapters
 - b. 15 chapters
 - c. 17 chapters
 - d. 14 chapters



UNIVERSITY OF THE PUNJAB

Eighth Semester - 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Taxation Management (Advanced)
Course Code: BBA-414

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q.NO.2. Define the following Terms:

(10×2 marks)

- (1) Define withholding tax.
- (2) Exempt supply.
- (3) Output tax.
- (4) When a return is considered to be invalid?
- (5) Eligible person.
- (6) What is Tax Invoice?
- (7) Special return.
- (8) What is zero rated supply?
- (9) Define Tax Year, Enlist its type.
- (10) Define due date.

Q.NO.3. Rizwan, Qaisar and Danish are partners in registered firm sharing profits and losses in the proportion of 1:2:2 respectively. The following is there profit and loss account for thy year ended 30th June 2016:

(marks 15)

	Rs.		Rs.
Sundry trade expenses	50,000	Gross profit	800,000
Salary to Qaisar	1,20,000	Capital gain on sale of securities bolding period	
Salary to Rizwan	1,80,000	More than four year	50,000
Interest on Capital:			
Rizwan	50,000		
Qaisar	90,000		
Danish	100,000		
Net Profit	<u>2,60,000</u>		
	<u>8,50,000</u>		<u>8,50,000</u>

Requirement:

- (i) Compute the taxable income of the firm and tax payable and
- (ii) Ascertain the tax payable by the partners.

Q.No.4. Mr. Majid is engaged in manufacturing business. He is registered with sales tax as manufactures. During the period Mr. Majid make some transaction, of purchases and supplies, on credit basis. Data regarding his business during September 2016 is given below. (15 marks)

Sales to registered persons on credit basis	Rs. 40,00,000
Sales to non-registered person	400,000
Supplies made for personal use (exclusive of sales tax)	200,000
Exempt supplies	200,000
Zero-rated supplies	90,000
Advance payment received in respect of taxable supply	500,000
Goods pledged with a bank were disposed by Bank for satisfaction of debt	300,000
Taxable purchases from registered person (Tax invoices available of Rs. 400,000)	800,000
Purchase of raw material (Used in taxable and exempt supplies)	180,000
Purchases of furniture and fixtures for office use	250,000
Acquisition of fixed assets form non-registered persons	12,00,000

Required:

Compute the sales tax liability for the month of September 2016.



UNIVERSITY OF THE PUNJAB

Roll No.

Eighth Semester - 2017
Examination: B.S. 4 Years Programme

PAPER: Advertising
Course Code: BBA-415

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q.No.1. Encircle the Most Appropriate Answer of the following: (10)

- 1) Which one of the following is mostly closely associated with the concept of Intermediaries?
 - A. Market targeting
 - B. Channels of distribution
 - C. Market segmentation
 - D. Marketing information
- 2) Which of the following is NOT a requirement for setting advertising objectives?
 - A- Objectives must specify the amount of change.
 - B- Objectives must be stated in terms of profits.
 - C- Objectives must be realistic.
 - D- Objectives must be clear and in writing.
- 3) Nestle gave an advertisement, "Nestle's makes the very best chocolate," which one of the following claim they have used in this advertisement?
 - A. Weasel claim
 - B. Puffery
 - C. Shock ad
 - D. Emotional ad
- 4) Which one of the following refers to number of times the audience is exposed to an advertisement message?
 - A- Frequency
 - B- Reach
 - C- Scheduling
 - D- Coverage
- 5) Which one of the following major benefit advertising is providing to the society?
 - A. Using latest media
 - B. Using latest technology
 - C. Using celebrities in the advertisements
 - D. Providing information about a new product
- 6) Which one of the following is NOT an ingredient of a Promotion mix?
 - A- Direct marketing
 - B- Sales promotion
 - C- Advertising
 - D- Warehousing
- 7) Which of the following types can be a type of internet advertising?
Select correct option:
 - Banner
 - Interstitials
 - Logos
 - All of given options
- 8) If a company's customers are concentrated in a small geographic area and the company sells technical products, which one of the following promotion methods is better?
 - A. Advertising
 - B. Personal selling
 - C. Publicity
 - D. Public relation
- 9) Which one of the following is NOT a part of advertising Pyramid?
 - A. Need
 - B. Attention
 - C. Desire
 - D. Interest
- 10) A detergent that advertises how clean it gets clothes is appealing to the _____ consumer need.
 - A- Functional
 - B- Symbolic
 - C- Biological
 - D- Experimental



UNIVERSITY OF THE PUNJAB

Eighth Semester - 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Advertising
Course Code: BBA-415

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q.No.2. Define the following Terms:

(20)

- I. Differentiate between wants and needs?
- II. What do you mean by B2B advertising?
- III. How a Successful Visual is created?
- IV. List down key components of media and message strategy?
- V. What is social media marketing?
- VI. Differentiate b/w positioning and differentiation?
- VII. Briefly describe message strategy?
- VIII. What are the key components of advertising?
- IX. Explain when to use the following research methods: focus group?
- X. List down the steps in decision making process?

Q. No. 3: What factors do media planners have to consider when striking the appropriate balance between reach and frequency in particular advertising campaign? **(10)**

Q. No. 4: Explain in detail all the key steps in media planning? **(10)**

Q. No. 5: What is sales promotion? Explain different types of sales promotion **(10)**



PAPER: Consumer Behaviour
Course Code: BBA-416

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q. # 1: Choose the correct answer. (10)

- Q. No.1 Needs of customers are triggered by:
(a) Internal stimuli (b) External stimuli
(c) Both a and b (d) None of these.
- Q. No.2 A need that is aroused up to sufficient level is called:
(a) Want (b) Motive or drive
(c) Both a and b (d) None of these
- Q. No.3 Customers keeping such information that supports their attitude towards brand is classified as .
(a) Selective attention (b) Selective distortion
(c) Selective retention (d) All of these
- Q. No.4 The consumption situation includes:
(a) Social factors (b) Physical factors
(c) Both a and b (d) None of these
- Q. No.5 Personal selling involves:
(a) Potential interaction (b) Direct interaction
(c) Publicity (d) Indirect interaction
- Q. No.6 Which of the following may be the accurate premise behind market segmentation?
(a) All targeted segments must apply the same marketing mix, so that company may achieve the economy of scale
(b) All targeted segments must apply customize marketing mix
(c) Both of the above (d) None of the above
- Q. No.7 For a newly established company relatively smaller in size, which of the following option is advisable?
(a) Concentred marketing (b) Differentiated marketing
(c) Both (d) None
- Q. No.8 Which of the following option sounds correct?
(a) Segmentation proceeds targeting (b) Segmentation proceeds targeting
(c) Segmentation neither proceeds nor proceeds targeting
- Q. No.9 A tendency to buy a particular brand-offering without focusing on competitors advertising is called as:
(a) Brand rationality (b) Brand variety
(c) Brand loyalty (d) Brand equity
- Q. No.10 The sentence "product and brands have symbolic values for individuals" may relate to which of the following?
(a) More rational context (b) More emotional context
(c) Both of the above



UNIVERSITY OF THE PUNJAB

Eighth Semester - 2017

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Consumer Behaviour
Course Code: BBA-416

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q. No.2 Give Short Answers.

(10x2=20)

- (i) Define culture
- (ii) Define perception
- (iii) Define reference group
- (iv) What is product symbolism?
- (v) What is quantitative research?
- (vi) What is primary data?
- (vii) What is demographic segmentation?
- (viii) What is product positioning?
- (ix) What is brand leverage?
- (x) What is product symbolism?

Q. No.3 Give answers to the following questions.

(3x10=30)

- (i) What is diffusion of innovations? Also explain factors affecting the spread of innovations.
- (ii) Explain the criteria for effective targeting of market segments.
- (iii) Explain the consumer research process.



UNIVERSITY OF THE PUNJAB

Roll No.

Eighth Semester - 2017
Examination: B.S. 4 Years Programme

PAPER: Labour Laws in Pakistan
Course Code: BBA-417

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Objective Part

Q.1 MULTIPLE CHOICE QUESTIONS

(1 X 1 = 10)

- Q.1. As per Factories Act "Factory" means any premises including the precincts thereof where or more workers are working or viewer working on any day of the preceding 12 months, and in any part of which a manufacturing process is being carried on without the aid of power, or is ordinarily so carried on. [Sec 2(m)]
- 10
 - 20
 - 50
 - 100
- Ans:b
- Q.2. As per Factories Act, "Child" means a person who has not completed hisYear of age. [Sec 2(c)]:
- Fourteenth
 - Fifteenth
 - Sixteenth
 - Eighteenth
- Ans:b
- Q.3. As per Factories Act, "-----", of a factory means the person who has ultimate control over the affairs of the factory. [Sec 2(n)]
- Manager
 - Owner
 - Director
 - Occupier
- Ans:d
- Q.4. The Factories Act imposes the following obligations upon the employer in regard to his workers. [Sec 7 A]
- Health
 - Safety
 - Welfare
 - All the above.
- Q.5. Cleanliness means:
- daily sweeping
 - Weekly washing
 - Proper drainage
 - all of these

P.T.O.

Q.6 Registration of trade union shall be cancelled if:

- a) Trade union violates the law
- b) Violation of its constitution
- c) Trade union has dissolved itself
- d) All of these

Q.7 Workmen's Compensation is given to:

- a) Any worker
- b) At the option of employer
- c) Injured person
- d) None of these

Q.8 The first Factories Act was enacted in

- a) 1881
- b) 1895
- c) 1897
- d) 1885

Q.9 Which of the following is not connected with employee safety and health?

- a) The Factories Act, 1948
- b) The Mines Act, 1952
- c) The Payment of Bonus Act, 1965
- d) The Dock Workers (Safety, Health And Welfare) Act, 1986

Q.10 The shop steward in every establishment in which _____ are more workmen are employed:

- a) 60
- b) 70
- c) 50
- d) 80



UNIVERSITY OF THE PUNJAB

Eighth Semester - 2017
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Labour Laws in Pakistan
Course Code: BBA-417

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Subjective Type

Q.2 Short Questions

(2x10=20)

- I. Mention five duties and powers of inspector under Factories Act 1934.
- II. Enlist the provisions of Factories Act relating to the health of workers.
- III. Describe the defined the duties of employers.
- IV. What is the definition of Powers under Factories Act 1934.
- V. Define Manufacturing Process.
- VI. Define Go Slow under the law.
- VII. What is meant by the contraction industry?
- VIII. Define the term wages under payment of wages Act 1936.
- IX. Define Permanent total Disablement under workman compensation Act 1923.
- X. Define Collective Barging Unit (CBU).

Q.3 Long Questions.

(3x10=30)

- I. Explain unfair labor practices on the part of an employer and workmen.
- II. How national Industrial Relations Commission is constituted? What are its functions and Powers.
- III. What are the provisions of Factories Act relating to safety and welfare of workers under Factories Act, 1934



PAPER: Huma Resource Development
Course Code: BBA-418

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q1. Choose the correct answer.

(10X1=10)

1. All the procedures adopted to make an employee aware about the organization, its policies and various other perspectives regarding job:
 - A. Orientation
 - B. Training
 - C. A & B both
 - D. None of these
2. Which of the options is most suitable for job rotation?
 - A. Task rotation
 - B. Location rotation
 - C. A & B both
 - D. None of these
3. Method of on job training:
 - A. Apprenticeship
 - B. Case study method
 - C. Seminars
 - D. Simulations
4. Qualification, skills, expertises, knowledge, abilities and skills needed to perform a job; is often denoted by:
 - A. Job Description
 - B. Job Specification
 - C. De-Jobing
 - D. Job Placement
5. Continuously and systematically moving an employee from one job place to another:
 - A. Job Enrichment
 - B. Job Enlargement
 - C. Job Rotation
 - D. Job Placement
6. Who is not a suitable rater/performance evaluator for a shop floor employee of a manufacturing firm, if 360° feedback is used for performance evaluation?
 - A. Customers
 - B. Supervisor
 - C. Peer
 - D. Subordinate
7. Employee incentives may be categorized in _____ types:
 - A. One
 - B. Two
 - C. Three
 - D. Four
8. Training with real job related equipment and simulated environment is called?
 - A. Vestibule training
 - B. On the job training
 - C. Web based training
 - D. Job rotation
9. Off the job training;
 - A. Informal Learning
 - B. Job Rotation
 - C. Seminar
 - D. All of these
10. Provision of medical facility & conveyance facility is often termed as:
 - A. Financial benefits
 - B. Non-financial benefits
 - C. A & B both
 - D. None of these



UNIVERSITY OF THE PUNJAB

Eighth Semester - 2017

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Huma Resource Development
Course Code: BBA-418

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SHORT QUESTIONS

Q2. Give short answers along examples where it is required.

(10X2=20)

1. How satisfactory appraisal interview is different from un-satisfactory appraisal interview?
2. How orientation could be useful for a new comer?
3. Differentiate between coaching and consoling?
4. What is meant by contractual and part time workers?
5. Give any three methods of employee evaluation?
6. Difference between performance appraisal and performance management?
7. Discuss contents of orientation program in brief?
8. What all information job analysis can generate for an organization?
9. Define apprenticeship?
10. Difference between absolute and comparative performance standards?

LONG QUESTIONS

(10X3=30)

1. What is difference between training & development? Discuss various methods of on-job training and off-job training? (2+8)
2. While looking at HR process, how performance appraisal can be linked with training & development and compensation of employees? Explain with an example (8+2).
3. What is strategic significance of training and development? Also explain intrinsic and extrinsic rewards (2+8).