



# UNIVERSITY OF THE PUNJAB

Roll No. ....

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

**PAPER: Financial Accounting-I**  
**Course Code: COMM-101 / COM-11355**

**TIME ALLOWED: 30 mins.**  
**MAX. MARKS: 10**

*Attempt this Paper on this Question Sheet only.*

**1.1 MCQ encircle the correct answer.**

1. Which of the following does not describe accounting?
  - a. Language of business
  - b. Is an end rather than a means to an end
  - c. Useful for decision making
  - d. Used by business, government, nonprofit organizations, and individuals
2. To understand and use accounting information in making economic decisions, you must understand:
  - a. The nature of economic activities that accounting information describes
  - b. The assumptions and measurement techniques involved in developing accounting information
  - c. Which information is relevant for a particular type of decision that is being made
  - d. All of the above
3. Calculate the capital from the following figures of B. Alex business: Buildings \$30000, Stock \$5600, Bank \$750, Creditors \$ 220, Loan from K. Khan, \$7000.
  - a. \$29150.
  - b. \$36350.
  - c. \$29130.
  - d. None of the above.
4. Conservatism concept means that:
  - a. Net profit is the difference between revenues and expenses rather than the difference between receipts and payments.
  - b. Losses should be provided for as soon as they are foreseen and profit should not be recorded prematurely.
  - c. Similar items should be treated in a consistent way from one accounting period to the next.
  - d. None of the above.
5. Items with money value should be recorded as:
  - a. The materiality concept
  - b. The business entity concept
  - c. The going concern concept
  - d. The money measurement concept
6. Trial Balance is prepared to check the:
  - a. Financial position
  - b. Profitability position
  - c. Accuracy of the accounts
  - d. Arithmetical accuracy of the accounts
7. Current assets less current liabilities is called?
  - a. Capital employed
  - b. Liquid assets
  - c. Net assets
  - d. Working capital
8. Accruals of expenses in the Balance Sheet are shown as:
  - a. Fixed assets
  - b. Drawings
  - c. Current assets
  - d. Current liabilities
9. Opening balance of creditors was \$8100, ending balance of creditors was \$42000 and payment to creditors was \$25100. What was the amount of purchases during the year?
  - a. \$84100
  - b. \$59000
  - c. \$33900
  - d. \$67100
10. Fixed assets are bought by the business for:
  - a. Resale
  - b. Owners use
  - c. Business use
  - d. None of the above



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MAX. MARKS: 50

*Attempt this Paper on Separate Answer Sheet provided.*

Q 2. Write short notes on the following: (20 Marks)

- i. Inventory Shrinkage
- ii. Contra Assets
- iii. Adjusting entries
- iv. Matching principle
- v. Windows dressing
- vi. General purpose information
- vii. Materiality concept
- viii. Conservatism
- ix. Insolvency
- x. Journal

Q 3. Listed below in random order are the account balances to be included in the balance sheet of Alpha Laval Company at November 30, 1994. (10 Marks)

Accounts payable	\$25,200	Notes payable	\$20,000
Cash	9,500	Office equipment	?
Automobiles	9,000	Accounts receivable	58,400
Kay Martin, capital	35,500		

However, in the month of December, the company carried out the following transactions:

- Dec.1 Further introduced cash by depositing \$10,000 in a company bank account.
- 6 Purchased office equipment at a cost of \$ 6,000. Paid cash.
- 9 Collected \$4,000 of accounts receivable.
- 15 Paid \$7,200 of accounts payable.
- 20 Borrowed \$10,000 from a bank. Signed a note payable for that amount.
- 31 Purchased an automobile for \$15,500. Paid \$3,000 cash and signed a note payable for the balance of \$12,500.

**Instructions**

Using the account balances of the month of November find out the missing balance. Furthermore, record the effect of each of the six transactions carried out in the month of December upon the Accounting Equation.

Q 4. Hollywood Scripts is a service type enterprise in the entertainment field, and its owner, James Robert, has only a limited knowledge of accounting. Robert prepared the balance sheet below, which, although arranged satisfactorily, contains certain errors with respect to such concepts as the business entity and assets valuation. (10 Marks)

**HOLLYWOOD SCRIPTS**  
Balance Sheet  
November 30, 2000

Assets		Liabilities & Owner's Equity	
Cash	\$ 940	Liabilities:	
Notes receivable	2,900	Notes payable	\$ 67,000
Accounts receivable	2,465	Accounts payable	29,800
Land	70,000	Total Liabilities	\$ 96,800
Building	67,826	Owner's equity:	
Office furniture	6,848	James Robert, capital	76,580
Other assets	22,401		
Total	<u>\$ 173,380</u>		<u>\$ 173,380</u>

In discussion with Robert and by reviewing the accounting records of Hollywood Scripts, you discover the following facts:

- 1. One of the notes receivable in the amount of \$700 is an IOU which Robert received in a poker game about two years ago. The IOU bears only the initials B.K. and Robert does not know the name or address of the maker.
- 2. Office furniture includes an antique desk purchased November 29 of the current year at a cost of \$2100. Robert explains that no payment is due for the desk until January and therefore this debt is not included among the liabilities.

3. Also included in the amount of the building \$13500 which Hollywood Script paid as rent for one of the buildings taken on rent from the Kievits International at a rate of \$1,500 per month. The \$13,500 represents the rent paid through September 30 of the current year. Kievits International acquired the building seven years ago at a cost of \$126,000.
4. Included in the amount for office furniture is a typewriter which cost \$525 but is not on hand, because Robert gave it to his daughter on her birthday.
5. The "Other asset" of \$22,401 represents the total amount of income taxes Robert has paid the federal government over a period of years. Robert believes the income tax law to be unconstitutional, and a friend who attends law school will help Robert recover the taxes paid as soon as he completes his legal education.
6. The asset land was acquired at a cost of \$34,000 but was increased to a value of \$70,000 when a friend of Robert offered to pay that much for it if Robert would move the building off the lot.
7. The account payable include business debts of \$20,000 and the \$9,800 balance of Robert's personal visa card.

**Instructions**

8. Prepare a corrected balance sheet for Hollywood Scripts at November 30, 2000.
9. For each of the seven numbered item above, explain your reasoning in deciding whether or not to include the items in the balance sheet and in determining the proper dollar valuation.

- Q5.** A trial balance of Universal studios at 30 September 2014 is shown below. The accounts are adjusted and closed each month. (10 Marks)

**Universal Studios  
Trial Balance  
September 30, 2014**

Cash	\$17,500	
Prepaid film rental	65,000	
Land	75,000	
Building	210,000	
Accumulated depreciation: building		\$6,125
Projection equipment	90,000	
Accumulated depreciation :projection equipment		7,500
Notes payable		200,000
Accounts payable		8,500
Unearned admission revenue		5,200
Martin James, capital		200,925
Martin James, drawing	10,500	
Admissions revenue		68,750
Salaries expenses	21,250	
Light and power expenses	7,750	
	<b>\$497,000</b>	<b>\$497,000</b>

**OTHER DATA**

- a. Film rental expense for the month is \$42,275 all of which has been paid in advance.
- b. The building is being depreciated over a period of 20 years.
- c. The projection equipment is being depreciated over a period of 5 years.
- d. No entry has yet been made to record interest payable accrued during September. At September 30, accrued interest totals \$1,800.
- e. When tickets are sold to future performances, Universal credits its Unearned Admissions Revenue account. No entry has yet been made recording that \$3,650 of these advance ticket sales were for performances given during September.
- f. Universal Studios receives a percentage of the revenue earned by Variety Corp., the concessionaire operating the snack bar. For snack bar sales in September, Variety Corp., owes Universal \$6,200 payable on October 10. No entry has yet been made to record this revenue.
- g. Salaries earned by employees, but unpaid as of September 30, amount to \$3,750. No entry has yet been made in this regard.

**INSTRUCTIONS**

- a. Prepare a 10-column work sheet for the month ended September 30, 2014.
- b. Prepare adjusting entries.
- c. Prepare closing entries.



# UNIVERSITY OF THE PUNJAB

Roll No. ....

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

PAPER: Financial Accounting-II  
Course Code: COMM-102 / COM-12355

TIME ALLOWED: 30 mins.  
MAX. MARKS: 10

*Attempt this Paper on this Question Sheet only.*

**Q # 1 ENCIRCLES THE CORRECT ANSWER:**

1. Vivian Howell is the payee of Rs. 10,000, 180-day, 8% note. At maturity, the maker failed to pay. How much interest income should Vivian recognize on the dishonored note?
  - a. Rs. 0
  - b. Rs. 400
  - c. Rs. 800
  - d. Rs. 10,800
2. Which of the following items is an intangible asset?
  - a. Patents
  - b. Copyrights
  - c. Franchises
  - d. All of the above
3. If an inventory turnover rate is 10.0, how many days does required to turnover?
  - a. 10 days
  - b. 20 days
  - c. 36.5 days
  - d. 365 days
4. The Discount on Notes Payable:
  - a. Is a contra liability account.
  - b. Is a contingent liability account.
  - c. Should be reported as an asset because of its debit balance.
  - d. Is amortized to reduce interest expense over the life of the note payable.
5. The FICA tax is levied on:
  - a. Employees only.
  - b. Employers only.
  - c. Both employees and employers.
  - d. Earnings in excess of base amounts
6. Which one of the following is the formula for the inventory turnover rate?
  - a. Net sales divided by cost of goods sold.
  - b. Cost of goods sold divided ending Inventory.
  - c. Average inventory divided by cost of goods sold.
  - d. None of the above
7. Trade accounts receivable:
  - a. Arise from the sale of a company's products or services.
  - b. Are reported in the non-current asset section of the balance sheet.
  - c. Include deposits with utilities.
  - d. Generally comprise the minority of the total receivables balance.
8. If the journal entry to record an accrued liability were accidentally recorded twice, it would:
  - a. Understate income for the year.
  - b. Overstate income for the year.
  - c. Have no effect on income for the year.
  - d. Understate accrued liabilities at the end of the year.
9. If the petty cash fund is not replenished at the end of the accounting period, which of the following effect will occur?
  - a. Net income will be understated.
  - b. Assets will be understated on the balance sheet.
  - c. The cash account will be understated.
  - d. The balance sheet and the income statement will not be correct.
10. Which of the following flow assumptions is not acceptable under generally accepted accounting principles?
  - a. First-in, first-out.
  - b. Last-in, first-out.
  - c. Next-in, first-out.
  - d. Average cost.



# UNIVERSITY OF THE PUNJAB

Second Semester - 2017

Examination: B.S. 4 Years Programme

Roll No. ....

**PAPER: Financial Accounting-II**  
**Course Code: COMM-102 / COM-12355**

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

*Attempt this Paper on Separate Answer Sheet provided.*

Q 2. Briefly explain

1. Deposit in Transit
2. Intangible Asset
3. Conservatism
4. Accounts Receivable Turnover
5. F.O.B. Shipping Point
6. Residual Value
7. Dissolution of Partnership
8. Interest Coverage Ratio
9. Mutual Agency
10. Depletion

(20)

Q 3. Far Corners Imports sells a variety of merchandise to retail stores on open account, but it insists that any customer who fails to pay an invoice when due must replace it with an interest bearing note. The company adjusts and closes its accounts at December 31. Among the transactions relating to notes receivable were the following.

1. Received from a customer (Party Plus) a nine-month, 9% note for \$42,000 in settlement of an account receivable due today.
2. Collected in full the nine-month, 9% note receivable from Party Plus, including interest.

Instructions: (a). Prepare journal entries (in general journal form) to record: (1) the receipt of the note on September 1; (2) the adjustment for interest on December 31; and (3) collection of principal and interest on June 1. Assume that the company does not use reversing entries.

(b). Assume that instead of paying the note on June 1, the customer (Party Plus) had defaulted. Give the journal entry by Far Corners Imports to record the default. Assume that Party Plus has sufficient resources that the note eventually will be collected. (10)

Q 4. During 19\_\_ Cabrillo Moving and Storage disposed of plant assets in the following transaction:

- Mar, 12 Cabrillo traded in an old moving van for a new one. The old moving van had cost \$27,000 and accumulated depreciation amounted to \$19,000. The list price of the new moving van was \$38,000. Cabrillo received a \$12,000 trade-in allowance for the old moving van and paid the \$26,000 balance in cash. (Moving vans are included in the Vehicles account.)
- May 23 Cabrillo sold land and an unused storage facility to Self-Store, Inc., for \$850,000, receiving \$300,000 in cash and a 5-year, 10% note receivable for \$550,000. Cabrillo's accounting records showed the following amounts: Land, \$120,000; Building, \$570,000; Accumulated Depreciation: Building (as a May 23), \$230,000.
- Sept. 20 Cabrillo traded in its old computer system as part the purchase of a new system. The old computer had cost \$126,000 and, as of September 20, accumulated depreciation amounted to \$98,000. The new computer had a list price of \$95,000. Cabrillo was granted a \$10,000 trade-in allowance for the old computer system, paid \$35,000 in cash, and is sued a \$50,000, 2-year, 12% note payable to Business Systems for the balance. (Computers are included in the Office Equipment account.)
- Nov. 8 Office equipment costing \$110,000 was given to a scrap dealer. No proceeds were received from the scrap dealer. At the date of disposal, accumulated depreciation on the office equipment amounted to \$8,900.

Instructions: Prepare journal entries to record each of these transactions. Assume that depreciation expense on each asset already has been recorded up to the date of disposal. Thus, you need not update the accumulated depreciation figures stated in the problem. (10)

Q 5. Financial Planners has three partners Reed, Stein, and Trump. During the current year their capital balance were: Reed, \$140,000; Stein, \$100,000; and Trump, \$60,000. The partnership agreement provides that partners shall receive salary allowances as follow: Reed, none; Stein, \$60,000; and Trump, \$38,000. The partners shall also be allowed 12% interest annually on their capital balance. Residual profit or loss is to be divided: 50%; Stein, 30%; Trump, 20%.

Instruction: Prepare separate schedules showing how income or loss will be divided among the three partners in each of the following cases. The figure given in each case is the annual partnership net income or loss to be allocated among the partners.

- a Income of \$554,000
- b Income of \$83,000

(10)



# UNIVERSITY OF THE PUNJAB

Roll No. ....

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

PAPER: Advanced Financial Accounting-I  
Course Code: COMM-201/COM-21356

TIME ALLOWED: 30 mins.  
MAX. MARKS: 10

*Attempt this Paper on this Question Sheet only.*

## OBJECTIVE

Q 1. ENCIRCLE THE CORRECT ANSWER (1\*10)

(10)

1. Profits on cancellation of own debentures is transferred to:
  - i. Capital reserve
  - ii. Dividend Equalization Fund
  - iii. Profit and Loss account.
  - iv. Debentures Account
2. Own debentures account (at the time of purchase of own debentures) is always to be debited with:
  - i. The fair value
  - ii. The cum-interest price.
  - iii. The ex-interest price
  - iv. The face value
3. Interim dividend is always shown:
  - i. In profit and loss appropriation account
  - ii. On the assets side of the balance-sheet
  - iii. On the liabilities side of the balance-sheet.
  - iv. In profit and loss account
4. Bonus shares are issued by a company when it wants to pay dividend:
  - i. By issuing shares
  - ii. By giving cash
  - iii. Both i and ii
  - iv. None of the above
5. A business has a capital of Rs. 40,000 at the end. It has earned profits of Rs. 5,000 during the year. Hence, the average capital of the business will be:
  - i. Rs. 42,500
  - ii. Rs.37,500
  - iii. Rs.35,000.
  - iv. Rs 22,500
6. For calculating the value of an equity share by yield method, it is essential to know:
  - i. Expected rate of return
  - ii. Called-up equity share capital
  - iii. Capital employed
  - iv. Paid-up equity capital
7. X Ltd. goes into liquidation and a new company Z Ltd. is formed to take over the business of X Ltd. It is a case of:
  - i. Absorption
  - ii. External reconstruction
  - iii. Amalgamation
  - iv. None of the above

**P.T.O.**

8. When the expenses of liquidation are to be borne by the vendor company, then vendor company debits:
- i. Realization account
  - ii. Bank account
  - iii. Goodwill account.
  - iv. Capital Reserve
9. If earning per share of Alfa Limited is Rs. 15 and the price-earnings ratio of other similar companies is Rs. 10, then the market value of the share of Alfa Limited will be Rs:
- i. 150
  - ii. 15
  - iii. 67
  - iv. 10
10. The current assets to the current liability ratio is said to be satisfactory if it is:
- i. 1:2
  - ii. 2:1
  - iii. 1:1
  - iv. 0:1



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

PAPER: Advanced Financial Accounting-I  
Course Code: COMM-201/COM-21356

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

*Attempt this Paper on Separate Answer Sheet provided.*

## SUBJECTIVE

Note: Answer all the questions.

Q2: Give short answers to the following questions: (2\*10)

( 20 )

1. Define Cumulative Preferred Stock.
2. Derive the formula of quantum of bonus.
3. Define preliminary expenses with examples.
4. Define Goodwill and how it is reported in the balance sheet?
5. Why do companies merge?
6. Define purchase consideration.
7. Define preferential creditors with examples.
8. What is the formula of annuity method for the valuation of goodwill?
9. What do you understand by asset backing method for the valuation of shares?
10. What are the elements of total stockholders' equity?

Q 3: X Company's paid up capital consisted of 10,000 equity share having value of Rs.100 each. (15)  
Trading Account result shows Gross profit of Rs. 143,000 for the year 2010. Further information are:

- (1) Depreciation on furniture is Rs. 10,000.
- (2) Auditor remuneration and fee for other services amounted to Rs.14,000.
- (3) Manager is entitled to commission of 2% on Gross profit.

There was credit Balance of Rs.40,000 brought forward from previous year.

In Annual General meeting the following apportionment of profit were approved (passed).

- Provide Rs. 23,000 for Taxation Reserve.
- Provision of Rs. 19,000 for Debentures sinking fund.
- Rs. 3 per share as final dividend.

Required:

Prepare Profit & Loss appropriation Account.

**P.T.O.**



Q 4: The following is the Balance Sheet of XYZ Limited as on a Dec.31, 2010.

(15)

Liabilities	Amount Rs.	Assets	Amount Rs.
Share capital: Authorized capital, 2,000 shares of Rs 100 each	200,000	Land & Building	50,000
Issued paid up capital: 1300 shares of RS. 100 each	130,000	Plant & Machinery	30,000
6% Debentures (having a floating charge on the assets)	100,000	Motor vehicles	20,000
Unsecured creditors	90,000	Patents	20,000
		Stock at cost	15,000
		Sundry debtors	60,000
		Cash in hand	5,000
		Cash in bank	7,500
		Profit & loss account	112,500
	320,000		320,000

On the above date, the company went into liquidation. The assets realized as under:

Land & Building	Rs. 55,000
Plant & Machinery	25,000
Motor vehicles	15,000
Patents	8,000
Stock	13,000
Sundry debtors	57,000

The expenses of liquidation amounted to Rs. 1,500. The liquidator is entitled to a fixed remuneration as Rs. 3,000.

**Required:** Prepare the liquidator Statement of Account.



# UNIVERSITY OF THE PUNJAB

Roll No. ....

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

PAPER: Business & Industrial Law  
Course Code: COMM-202/COM-21357

TIME ALLOWED: 30 mins.  
MAX. MARKS: 10

*Attempt this Paper on this Question Sheet only.*

Q1. MULTIPLE CHOICE QUESTIONS

(1x10 = 10 MARKS)

1. Essential elements of valid contract does not include
  - a) Adequacy of consideration
  - b) lawful object
  - c) Capacity of party
  - d) Free consent
  
2. Right of subrogation in the contract of guarantee is available to
  - a) Principal debtor.
  - b) Surety.
  - c) Creditor.
  - d) None of these.
  
3. Goods which are in existence at the time of the contract are called
  - a) General goods
  - b) present goods
  - c) Specific goods
  - d) existing goods
  
4. An agreement contingent on impossible event is
  - a) Valid contract
  - b) void
  - c) Voidable
  - d) None of these
  
5. If no specified time is mentioned in the contract for the performance, the time for the performance of that contract is:
  - a) One week
  - b) One year
  - c) One month
  - d) Reasonable time
  
6. Which of the following is not necessary for making the partnership?
  - a) Mutual agency
  - b) Sharing of profit
  - c) Written contract
  - d) agreement

**P.T.O.**

7. Liability of the common carrier comes to an end on
- a) Unloading of goods
  - b) Reaching destination
  - c) Delivering goods to the entitled person
  - d) None of these.
8. A condition is the stipulation which is
- a) Essential to the main purpose of contract of sale
  - b) Collateral to the main purpose of contract of sale
  - c) Not essential to the main purpose of contract of sale
  - d) Both a & b
9. Fraud exists when false representation is made.
- a) Knowingly
  - b) Unknowingly
  - c) Unintentionally.
  - d) With mistake.
10. An agreement in restraint of marriage of any person other than minor is
- a) None of these
  - b) Valid
  - c) Invalid
  - d) void



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

PAPER: Business & Industrial Law  
Course Code: COMM-202/COM-21357

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

*Attempt this Paper on Separate Answer Sheet provided.*

## Subjective Part

### Q2. ANSWER THE SHORT QUESTIONS:

(2 x 10 = 20 MARKS)

- i. Possibility of performance is the essential ingredient of the contract discuss with example.
- ii. What relationships raise the presumption of undue influence?
- iii. What is the implied offer?
- iv. What is an expressed contract?
- v. What is the privity of contract?
- vi. When can an unpaid seller resell the goods?
- vii. What is a crossed cheque?
- viii. Wagering agreement is expressly declared void discuss with example.
- ix. Explain the wages under Payment of Wages Act 1936?
- x. State the maximum and minimum number of partners in contract of partnership under the Partnership Act 1932?

### Q3. ANSWER THE FOLLOWING LONG QUESTIONS:

(3 x 10 = 30 MARKS)

- i. Explain the term consideration and state the exceptions to the rule: No consideration no contract.
- ii. Briefly explain the various modes by which an agency may be created.
- iii. What are the remedies available to an aggrieved party on the breach of contract?





# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

PAPER: Income Tax Law  
Course Code: COMM-203/COM-21358

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

*Attempt this Paper on Separate Answer Sheet provided.*

Q.No.2 Write Short answers to the following questions (2x 10 =20)

- |                                 |                            |
|---------------------------------|----------------------------|
| i) Approved superannuation Fund | ii) Association of person  |
| iii) Co-Operative Society       | iv) Business               |
| v) Appellate Tribunal           | vi) Depreciable Asset.     |
| vii) Public Company             | viii) Speculation Business |
| ix) Export of Computer Software | x) Filer                   |

Q.No.3 Discuss the various types of reliefs and allowances which can be claimed as tax credit by an individual. 15

Q.No.4 Mr. Intasar-ul-Haq is 62 years of age. At present he is working as General Manager of a private organization. His particulars for the year ended 30th June 2016 are as follows. (15)

Basic salary (Scale 50,000-2,000-70,000)	Rs. 62,000 P.M.
Travelling allowance	Rs. 1,12,000
Conveyance allowance	Rs. 48,000
Pension from Government	Rs. 35,000 P.M.
Bonus	Rs. 62,000
Zakat paid under Zakat Ordinance	Rs. 16,000
Medical expenses during the year	Rs. 27,000
Investment in shares of Public Company as an original allottee.	

Notes

- Mr. Intasar has been provided a car for personal purposes. The cost of the car is Rs. 7,80,000.
- He has been provided a rent-free accommodation. He was entitled to a house allowance of Rs. 8,000 per month.
- The medical expenditures incurred during the year are verifiable.

Required: Calculate the tax payable by Mr. Intasar UI haq.

### RATE OF TAX FOR SALARIED PERSONS FOR TAX YEARS 2016

1	Where the taxable income exceeds Rs.500,000 but does not exceed Rs. 7,50,000	Rs.2,000+5% of the amount exceeding Rs.5,00,000
2	Where the taxable income exceeds Rs.7,50,000 but does not exceed Rs. 14,00,000	Rs. 14,500+10% of the amount exceeding Rs.7,50,000
3	Where the taxable income exceeds Rs.14,00,000 but does not exceed Rs. 15,00,000	Rs.79,500 +12.5% of the amount exceeding Rs.14,00,000



# UNIVERSITY OF THE PUNJAB

Roll No. ...

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

PAPER: Money Banking & Finance  
Course Code: COMM-204/COM-21359

TIME ALLOWED: 30 mins.  
MAX. MARKS: 10

*Attempt this Paper on this Question Sheet only.*

Part I: Multiple Choice Questions (10x1=10 marks)

**Q. 1. Encircle appropriate option with respect to statement.**

- i. The method of not issue in which a fixed limit is not backed by any reserve and beyond that limit notes issuance is backed by 100% gold/reserves
  - a. Fixed Fiduciary System
  - b. Proportional Reserve System
  - c. Maximum Reserve System
  - d. None of these
- ii. The primary functions of a commercial bank are
  - a. Receiving utility bills
  - b. Accepting deposits and advances loans
  - c. Issuance of ATM and Credit cards
  - d. Receiving Hajj applications
- iii. The central banking system of United States of America
  - a. State Bank of Pakistan
  - b. Financial Services Authority
  - c. The Federal Reserve System
  - d. Reserve Bank of India
- iv. IMF stand for
  - a. International Monetary Finance
  - b. International Monetary Fund
  - c. International Material Fund
  - d. Immediate Monetary Feedback
- v. The money in document form with value stated on them but having no value in them
  - a. Metallic Money
  - b. Commodity Money
  - c. Paper Money
  - d. All of above
- vi. "Lender of last resort" is referred to
  - a. Central Bank
  - b. Islamic Development Bank
  - c. Asian Development Bank
  - d. IMF
- vii. Deposit which can be withdrawn by the depositor at any time by cheques
  - a. Current deposit
  - b. Fixed deposit
  - c. Term deposit
  - d. None of the above
- viii. The exchange system in which goods are exchanged for goods
  - a. Barter system
  - b. Monetary System
  - c. Credit System
  - d. None of above
- ix. Credit which is advanced for non-business purposes
  - a. Consumers' credit
  - b. Commercial credit
  - c. Investment credit
  - d. None of the above
- x. Capital market refers to
  - a. Long term equities
  - b. Long term debts
  - c. Long term equities and debts
  - d. Short term debts



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

**PAPER: Money Banking & Finance**  
**Course Code: COMM-204/COM-21359**

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

*Attempt this Paper on Separate Answer Sheet provided.*

## Part II: Questions with short answers (10x2=20 marks)

**Q. 2. Provide short and very brief answers to the following questions.**

- i. Define bank
- ii. List down types of money
- iii. Differentiate three points between money and currency
- iv. Deflation
- v. What is meant by index numbers
- vi. Explain fixed exchange rate system
- vii. Define currency principle of note issue
- viii. Define hypothecation
- ix. Define Musharaka
- x. Explain trade cycle

## Part III: Questions with brief answers (3x10=30 marks)

**Q. 3. Provide brief answers to the following questions.**

- i. Discuss rights of banker and customer
- ii. Elaborate the merits and demerits of paper money
- iii. Explain sources of business finance





# UNIVERSITY OF THE PUNJAB

Roll No. ....

Fourth Semester - 2017

Examination: B.S. 4 Years Programme

PAPER: Advanced Financial Accounting-II

TIME ALLOWED: 30 mins.

Course Code: COMM-205 / COM-22356

MAX. MARKS: 10

*Attempt this Paper on this Question Sheet only.*

Serial No.	Questions	No. of Marks
Q. No.1	<ol style="list-style-type: none"><li>1. A fixed price contract is a contract in which the contractor agrees to<ol style="list-style-type: none"><li>a. Fixed contract price but must bear the escalation costs</li><li>b. Fixed contract price which might be subject to escalation costs</li><li>c. Fixed rate per unit of output which is not subject to escalation costs</li><li>d. Fixed rate per unit of output and bears escalation costs</li></ol></li><li>2. Which of the following is not a cost relating to a construction contract?<ol style="list-style-type: none"><li>a. Wages for site supervisors</li><li>b. Costs of machine rental</li><li>c. Depreciation of idle machinery</li><li>d. Costs of materials used</li></ol></li><li>3. In an operating lease, if a rebate is received, how should it be recorded in the financial statements?<ol style="list-style-type: none"><li>a. Treat as deferred income and release to P&amp;L over the lease term</li><li>b. Recognize immediately as income</li><li>c. Deduct from the value of the lease payments</li><li>d. Ignore</li></ol></li><li>4. Finance leases are accounted for in a similar manner to..<ol style="list-style-type: none"><li>a. Credit transactions</li><li>b. Cash transactions</li><li>c. Sale and leaseback agreements</li><li>d. Loan forgiveness</li></ol></li><li>5. Goods sent on consignment should be debited by consignor to:<ol style="list-style-type: none"><li>a. Consignment Account</li><li>b. Goods sent on consignment Account</li><li>c. Consignees Account</li><li>d. Consignors Account</li></ol></li><li>6. In the books of consignor, the expenses incurred by consignee should be debited to:<ol style="list-style-type: none"><li>a. Consignee Account</li><li>b. Consignment Account</li><li>c. Expenses Account</li><li>d. Consignor's Account</li></ol></li><li>7. The payment over the lease term the lessee can or must make is called..<ol style="list-style-type: none"><li>a. Principal</li><li>b. Interest</li><li>c. Present value payments</li><li>d. Minimum lease payments</li></ol></li><li>8. A leased asset should be depreciated over the..<ol style="list-style-type: none"><li>a. Shorter of the lease term and the asset's useful life</li><li>b. Longer of the lease term and the asset's useful life</li><li>c. Entire lease term</li><li>d. Useful life of the asset</li></ol></li><li>9. When the contract costs are likely to exceed contract revenue, then the losses shall be recognized..<ol style="list-style-type: none"><li>a. Immediately</li><li>b. Within the same period</li><li>c. Within the next period</li><li>d. When the losses are actually incurred</li></ol></li><li>10. Allocation of general overheads to a construction contract should be based on ____ activity levels.<ol style="list-style-type: none"><li>a. Abnormal</li><li>b. Expected</li><li>c. Normal</li><li>d. Actual</li></ol></li></ol>	10



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

**PAPER: Advanced Financial Accounting-II**  
**Course Code: COMM-205 / COM-22356**

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

*Attempt this Paper on Separate Answer Sheet provided.*

Serial No.	Questions	No. of Marks																												
Q. No 2	Give short answers of the following questions: (10x2) <ol style="list-style-type: none"> <li>1. Define Joint Venture.</li> <li>2. Define Escalation Clause.</li> <li>3. What do mean by Cost plus Contracts?</li> <li>4. Define Contract Account.</li> <li>5. Define Overriding commission.</li> <li>6. Why do you mean by Account Sales?</li> <li>7. Define consignment inward.</li> <li>8. What do you mean by Normal loss of stock?</li> <li>9. Define Branch Debtors Account.</li> <li>10. What do you mean by Inter-branch transfer of goods?</li> </ol>	20																												
Q. No 3	A head office in Sialkot has a branch in Lahore to which goods are invoiced by the Head office at cost price plus 25%. From the following particulars show how the branch account will appear in the Head office books. <table style="width: 100%; margin-top: 10px;"> <thead> <tr> <th style="text-align: left;">Details</th> <th style="text-align: right;">Rs.</th> </tr> </thead> <tbody> <tr> <td>Stock on 1<sup>st</sup> January 2010 (invoice price)</td> <td style="text-align: right;">12,500</td> </tr> <tr> <td>Debtors on 1<sup>st</sup> January 2010</td> <td style="text-align: right;">12,000</td> </tr> <tr> <td>Goods invoiced from Sialkot</td> <td style="text-align: right;">40,000</td> </tr> <tr> <td colspan="2"><u>Remittances to Sialkot:</u></td> </tr> <tr> <td>Cash sales</td> <td style="text-align: right;">16,000</td> </tr> <tr> <td>Cash received from debtors</td> <td style="text-align: right;">29,500</td> </tr> <tr> <td>Cash paid by branch debtors direct to head office</td> <td style="text-align: right;">1,500</td> </tr> <tr> <td colspan="2"><u>Cheques received from Sialkot:</u></td> </tr> <tr> <td>Wages and salaries</td> <td style="text-align: right;">11,000</td> </tr> <tr> <td>Rent and rates</td> <td style="text-align: right;">3,000</td> </tr> <tr> <td>Insurance premium up to 31-03-2011</td> <td style="text-align: right;">500</td> </tr> <tr> <td>Stock on 31<sup>st</sup> December 2010</td> <td style="text-align: right;">15,000</td> </tr> <tr> <td>Debtors on 31<sup>st</sup> December 2010</td> <td style="text-align: right;">22,500</td> </tr> </tbody> </table>	Details	Rs.	Stock on 1 <sup>st</sup> January 2010 (invoice price)	12,500	Debtors on 1 <sup>st</sup> January 2010	12,000	Goods invoiced from Sialkot	40,000	<u>Remittances to Sialkot:</u>		Cash sales	16,000	Cash received from debtors	29,500	Cash paid by branch debtors direct to head office	1,500	<u>Cheques received from Sialkot:</u>		Wages and salaries	11,000	Rent and rates	3,000	Insurance premium up to 31-03-2011	500	Stock on 31 <sup>st</sup> December 2010	15,000	Debtors on 31 <sup>st</sup> December 2010	22,500	15
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Q. No 4	City departmental store has three departments: Vegetables, Fruits and Flowers. Following data is available with respect to each of the three departments. <table style="width: 100%; margin-top: 10px;"> <thead> <tr> <th style="text-align: left;">Particulars</th> <th style="text-align: center;">Vegetables Dept. (Rs.)</th> <th style="text-align: center;">Fruits Dept. (Rs.)</th> <th style="text-align: center;">Flowers Dept. (Rs.)</th> </tr> </thead> <tbody> <tr> <td>Sales</td> <td style="text-align: right;">886,100</td> <td style="text-align: right;">775,700</td> <td style="text-align: right;">399,400</td> </tr> <tr> <td>Purchases</td> <td style="text-align: right;">599,900</td> <td style="text-align: right;">549,600</td> <td style="text-align: right;">280,500</td> </tr> <tr> <td>Opening Stock</td> <td style="text-align: right;">41,800</td> <td style="text-align: right;">38,000</td> <td style="text-align: right;">19,200</td> </tr> <tr> <td>Closing Stock</td> <td style="text-align: right;">35,400</td> <td style="text-align: right;">40,900</td> <td style="text-align: right;">20,500</td> </tr> <tr> <td>Salaries</td> <td style="text-align: right;">20,000</td> <td style="text-align: right;">12,000</td> <td style="text-align: right;">7,000</td> </tr> <tr> <td>Depreciation of Fixtures</td> <td style="text-align: right;">2,400</td> <td style="text-align: right;">2,000</td> <td style="text-align: right;">2,000</td> </tr> </tbody> </table> <p><b>Unallocated Expenses:</b>            Heating and lighting Rs. 18,000; Rent Rs. 12,000; Rates Rs. 6,000; Advertising Rs. 6,000; General Expenses Rs. 12,000.            Heating and lighting, rent and rates are to be allocated in the ratio of 2: 2: 1 and advertising and general expenses are to be allocated equally among all three departments.</p> <p><b>Required:</b> Prepare departmental trading and profit and loss Account of the three Departments separately.</p>	Particulars	Vegetables Dept. (Rs.)	Fruits Dept. (Rs.)	Flowers Dept. (Rs.)	Sales	886,100	775,700	399,400	Purchases	599,900	549,600	280,500	Opening Stock	41,800	38,000	19,200	Closing Stock	35,400	40,900	20,500	Salaries	20,000	12,000	7,000	Depreciation of Fixtures	2,400	2,000	2,000	15
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# UNIVERSITY OF THE PUNJAB

Roll No. ....



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

**PAPER: Auditing**  
**Course Code: COMM-206 / COM-22360**

**TIME ALLOWED: 30 mins.**  
**MAX. MARKS: 10**

*Attempt this Paper on this Question Sheet only.*

Note: Answer All Questions.

Part -I: Select the right answer.

Marks 10

- Q # 1.** a. Statutory audit means
- i. Continuous audit
  - ii. Audit as required by law
  - iii. Internal audit
  - iv. Management Audit.
- Q # 2.** a. An auditor can be removed before expiry of his term: -
- i. By Shareholders
  - ii. By Management
  - iii. By SECP
  - iv. None of above
- Q # 3.** a. Closing stock should be valued at: -
- i. Cost basis
  - ii. Market price
  - iii. Cost less depreciation
  - iv. Cost or market whichever is less
- Q # 4.** a. First auditors are normally appointed by: -
- i. Directors of the company
  - ii. Shareholder of the company
  - iii. Creditors of the company
  - iv. Registrar of joint stock company
- Q # 5.** a. Investigation is another name of: -
- i. Continues audit
  - ii. Final audit
  - iii. Interim audit
  - iv. None of above



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

**PAPER: Auditing**  
**Course Code: COMM-206 / COM-22360**

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

*Attempt this Paper on Separate Answer Sheet provided.*

**Part –II: Briefly Explain the following: Marks 20**

- Q # 6.**
- i. Error of omission
  - ii. Objects of vouching
  - iii. Statutory audit
  - iv. Divisible profit
  - v. Test checking

**Part –III: Answer the following questions: Marks 30**

- Q# 7.** Discuss the special points to be kept in mind by an auditor during the audit of a textile mill.
- Q# 8.** Explain the liability of an auditor for negligence with relevant legal cases
- Q# 9.** What is meant by statutory report? Give a specimen of it.



# UNIVERSITY OF THE PUNJAB

Roll No. ....

Fourth Semester - 2017

Examination: B.S. 4 Years Programme

PAPER: Cost Accounting

TIME ALLOWED: 30 mins.

Course Code: COMM-207 / COM-22361

MAX. MARKS: 10

*Attempt this Paper on this Question Sheet only.*

Q.1 Choose the correct answer.

(10x1 = 10)

1. The sum of Direct Material and Direct Labor is called:
  - a. Prime Cost
  - b. Conversion Cost
  - c. Variable Cost
2. Direct Material Cost is 25000 and Direct Labor Cost is 10000, what will be Prime Cost?
  - a. 35000
  - b. 15000
  - c. 10000
3. The cost of material that is not completely processed, would be found in which of the following inventory account on the Balance Sheet?
  - a. Direct material inventory
  - b. Work-in-process inventory
  - c. Finished goods inventory
  - d. Supplies inventory
4. Total Fixed cost \_\_\_\_\_ with the increase in production.
  - a. Remains constant
  - b. Decreases
  - c. Increases
  - d. There is no relation between fixed cost and activity level
5. Current Ratio can be computed as under:
  - a. Quick Assets/Quick Liabilities
  - b. Quick Liabilities/Current Assets
  - c. Current Assets/Current Liabilities
6. Fixed Cost:
  - a. Changes with production
  - b. Never changes even if production capacity is doubled
  - c. None of the above
7. Cost of good sold statement prepare to find out:
  - a. Profit
  - b. Cost of mutual
  - c. Cost of sold
  - d. Loss
8. Conversion cost is a composition of:
  - a. FOH + Direct Labor
  - b. Direct Method + Direct Labor
  - c. Cost + Profit
  - d. Indirect Labor + Indirect Method
9. Process Costing System use to find out:
  - a. Net Income
  - b. Cost of Production
  - c. Cost of good Sold
  - d. A Department Gross Income
10. Manufacturing Cost Includes:
  - a. Direct Method + FOH + Direct Labor
  - b. FOH + Direct Labor
  - c. Cost of goods Manufacturing + WIP Industry
  - d. Cost of goods Manufacturing + Finish goods Industry



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

PAPER: Cost Accounting  
Course Code: COMM-207 / COM-22361

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

*Attempt this Paper on Separate Answer Sheet provided.*

Q.2 Give Short Answers of the Following Questions:

(10x2 = 20)

- (i) Define Cost Accounting.
- (ii) What is Perpetual Inventory System?
- (iii) Why Factory Ledger and General Ledger is Prepared?
- (iv) What is Economic Order Quantity?
- (v) Danger Level?
- (vi) Conversion Cost?
- (vii) Write any two differences between Cost Accounting and Financial Accounting.
- (viii) What is lead time?
- (ix) What is meant by under applied and over applied FOH?
- (x) What is the difference between Cost and Expense?

Q.3 For December 2012, the Production Control Department of Carola Chemical, Inc., reported the following production data for Department 2: (10)

Transferred in from Department 1	55,000 liters
Transferred out to Department 3	39,500 liters
In process at the end of December (with 1/2 labor and factory overhead)	10,500 liters

All materials were put into process in Department 1. The cost department collected following figures for department 2:

Unit cost for units transferred in from department 1	\$ 1.80
Labor cost in department 2	\$ 25,520
Applied factory overhead	\$ 15480

**Required:** A cost of production report for department 2 for the month of December 2012.

Q.4 A company manufactures computer bags. The following information was taken from the record of the company for the year ended December 31, 2010. (10)

Material inventory was decreased by Rs 20000 and the remaining inventories were as follows

Inventory	Beginning	Ending
Material in process	Rs 10000	Rs 15000
Labour in process	4000	8000
FOH in process	3000	6000
Finished goods (200 units)	116000	(100 units) ?

Purchases during the year were Rs 410000 whereas purchases returns were Rs 10000. FOH were 60% of direct labour cost. Cost of material used was 70% of manufacturing cost. The number of finished units sold during the year was 1100.

At the end of the year, it was ascertained that actual FOH were Rs 90000

**Required:**

- 1- Prepare cost of goods manufactured and sold statement.
- 2- Calculate per unit cost for the current year.
- 3- Find out per unit cost of the last year.

P.T.O.

**Q.5** The following budgeted figures are available for the coming period.

**(10)**

Factory overheads	Rs. 100,000
Direct material cost	Rs. 200,000
Direct labour cost	Rs. 100,000
Direct labour hours	20000
Machine hours	10000
Units of output	5000

**Required:**

- a) Calculate FOH applied rate based on direct material cost, direct labour cost, direct labour hours, machine hours, units of output and prime cost.
- b) During the period, an order for 500 units was received. The following further information is available for this order.

Direct material cost	Rs. 20,000
Direct labour cost	Rs. 7,000
Direct labour hours	2000

Calculate the cost of this order using FOH rate based on direct labour cost, direct labour hours and prime cost.

**\*\*\***



# UNIVERSITY OF THE PUNJAB

Roll No. ....

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

PAPER: Sales Tax Custom and Federal Excise Duty  
Course Code: COMM-208 / COM-22362

TIME ALLOWED: 30 mins.  
MAX. MARKS: 10

*Attempt this Paper on this Question Sheet only.*

Q.No.1

Select correct answer from the keys given below:

1. On the 1<sup>st</sup> day of April 1948 Sales Tax was declared a Federal subject, levied in Pakistan through
  - a) General Sales Tax Act, 1948
  - b) India Sales Tax Act, 1935
  - c) British Sales Tax Act, 1940
  - d) None of the above.
2. Sales Tax Act, 1951 replaced the General Sales Tax Act,
  - a) 1948
  - b) 1935
  - c) 1940
  - d) 1950
3. Sales Tax Act, 1990 contains
  - a) 75 Sections and 09 Schedules
  - b) 80 Sections and 08 Schedules
  - c) 85 Sections and 09 Schedules
  - d) 90 Sections and 10 Schedules
4. Fifth Schedule of the Sales Tax Act, 1990 specified the supply of goods:
  - a) Totally Taxable
  - b) Totally Exempted
  - c) Taxable @ 0%
  - d) Taxable @ 17%
5. Appellate Tribunal is appointed by the:
  - a) FBR
  - b) Federal Government
  - c) Provincial Government
  - d) None of the above
6. The rate of default surcharge U/s 34 of the Sales Tax Act 1990 is
  - a) KIBOR plus 3 percent
  - b) KIBOR plus one percent
  - c) KIBOR plus 2 percent
  - d) KIBOR plus 4 percent
7. Any manufacturer whose annual taxable turnover does not exceed from 5 million or whose annual utilities (Electricity, Gas and Telephone bills) does not exceed from 8 lakh is called:
  - a) Cottage Industry
  - b) Wholesaler
  - c) Public Company
  - d) All of the above
8. Input tax in relation to registered person means:
  - a) Tax paid on supply of goods
  - b) Tax paid on imports of goods
  - c) Tax paid on Exports of goods
  - d) None of the above
9. Due date for filing monthly Sales Tax is
  - a) 15<sup>th</sup> of current month
  - b) Ends of current month
  - c) 15<sup>th</sup> of following month
  - d) End of following month
10. Which of the following documents must be held to claim input tax by registered person:
  - a) Treasury Challan
  - b) Bill of entry in case of import
  - c) Case of auction of goods
  - d) All of the above





# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

**PAPER: Sales Tax Custom and Federal Excise Duty** TIME ALLOWED: 2 hrs. & 30 mins.  
**Course Code: COMM-208 / COM-22362** MAX. MARKS: 50

*Attempt this Paper on Separate Answer Sheet provided.*

**Q.No.2** Write short notes on the following: (5x4=20)  
(a) Appellate Tribunal  
(b) Associates  
(c) Out put Tax  
(d) Manufacturer  
(e) Time of supply

**Q.No.3** Describe the provisions under the Sales Tax Act, 1990 for the following :  
a) Debit and Credit Notes  
b) Apportionment of Input Tax . (10)

**Q.No.4** Give legal Provisions regarding furnishing of the following returns under the Sales Tax Act, 1990:  
a) Monthly Return  
b) Special Return  
c) Return filed by representative (10)

**Q.No.5** Mr. Muhammad Ramzan is a registered manufacturer. Data regarding his business for the month of August 2016 is as follows: (10)

1.	Taxable turnover to registered person	Rs. 32,00,000
2.	Taxable turnover to Non registered person	600,000
3.	Free samples	300,000
4.	Export goods	500,000
5.	Supplies made for personal use (exclusive the amount of sale tax)	190,000
6.	Taxable purchases from registered person	700,000
7.	Acquisition of fixed assets	200,000
8.	Sales tax paid on electricity bills (NTN is printed on)	35,000

Required :

Calculate Sales tax payable



*Attempt this Paper on this Question Sheet only.*

**OBJECTIVE TYPE**

**Note: Attempt ALL questions.**

Q1. Choose the correct answer.

(10X1=10)

1. The ability to think and to conceptualize about abstract and complex situation is called:
  - A. Human skills
  - B. Technical skills
  - C. Conceptual skills
  - D. Communication skills
2. \_\_\_\_\_ is the breakdown of jobs into narrow and repetitive tasks.
  - A. Division of labor
  - B. Specialization
  - C. Both a & b
  - D. None of the above
3. Who is called "Father of Scientific Management"?
  - A. Adam Smith
  - B. Henry Fayol
  - C. Gilberth
  - D. F.W. Taylor
4. A repetitive decision that can be handled using a routine approach is called:
  - A. Programmed decision
  - B. Un programmed decision
  - C. Intuitive decision
  - D. None of the above
5. \_\_\_\_\_ is a statement of purpose of an organization.
  - A. Vision
  - B. Mission
  - C. Strategies
  - D. Opportunities
6. \_\_\_\_\_ has high growth rate and low market share.
  - A. Stars
  - B. Cash cows
  - C. Question marks
  - D. Dogs
7. How standardized an organization's jobs are and the extent to which employee behavior is guided by rules and procedures signifies:
  - A. Formalization
  - B. Decentralization
  - C. Centralization
  - D. Span of control
8. A person's need for security and protection from physical and emotional harm is termed as:
  - A. Physiological needs
  - B. Safety needs
  - C. Social needs
  - D. Esteem needs
9. \_\_\_\_\_ is the way tasks are combined to form complete jobs.
  - A. Job depth
  - B. Job design
  - C. Job scope
  - D. Job enrichment
10. The process of monitoring, comparing and correcting work performance:
  - A. Supervising
  - B. Managing
  - C. Controlling
  - D. All of the above



# UNIVERSITY OF THE PUNJAB

Fifth Semester 2017

Examination: B.S. 4 Years Programme

Roll No. ....

**PAPER: Business Management**  
**Course Code: COMM-301**

**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)

- I. Define management.
- II. What are the Mintzberg's management roles?
- III. Explain theory of scientific management.
- IV. What do you mean by omnipotent and symbolic view of management?
- V. What is the difference between centralization and decentralization?
- VI. List down the steps of decision making process.
- VII. Define cross functional team.
- VIII. What is performance management system?
- IX. How can you define job enrichment?
- X. What is control process?

## LONG QUESTIONS

- Q3. Write down a detailed note on classical approach of management. (10)
- Q4. Briefly explain the strategic management process. (10)
- Q5. Describe the early theories of motivation. (10)



*Attempt this Paper on this Question Sheet only.*

**OBJECTIVE TYPE**

Q1. Choose the correct answer

(1X10=10)

1. An entrepreneur is one who:
  - A. Is willing to attempt to implement a business concept and then give up if it does not meet immediate expectations.
  - B. Understands the process of developing an idea and does not need to understand what it means to bring that idea to a viable business concept.
  - C. Knows that the concept they are about to develop will result a profitable business.
  - D. Creates a new business concept for the purpose of achieving profit and growth by assembling the necessary resources to capitalize on identified opportunities.
2. Entrepreneurs typically possess:
  - A. The ability to easily access capital.
  - B. A set of unique skills that is usually accompanied by advanced degrees in several areas.
  - C. A high level of commitment, have a tolerance for ambiguity, are flexible and tenacious.
  - D. Specialized technical abilities
3. The ability to develop new ideas and to discover new ways of looking at problems and opportunities is called:
  - A. Entrepreneurship.
  - B. Innovation.
  - C. Creativity.
  - D. Creative thinking.
4. Creativity often involves creating something from nothing. However, it is more likely to result in:
  - A. Elaborating on the present.
  - B. Putting old things together in new ways.
  - C. Taking something away to create something simpler or better.
  - D. All of the above
5. The aggregation of factors that sets a company apart from its competitors and gives it a unique position in the market superior to its competition is its:
  - A. Mission statement.
  - B. Competitive advantage.
  - C. Competitive profile.
  - D. Strategic plan.
6. The process of determining whether an entrepreneur's idea is a viable foundation for creating a successful business is known as a:
  - A. Business plan
  - B. Strategic analysis
  - C. Industry analysis
  - D. Feasibility analysis
7. The most critical disadvantage of the sole proprietorship is:
  - A. The owner's unlimited personal liability.
  - B. Limited access to capital.
  - C. Lack of continuity.
  - D. limited skills and abilities of the owner.
8. What is the greatest benefit for small businesses that have a Web site?
  - A. Acquisition of new customers
  - B. Increased sales outside the United States
  - C. Reduced unit costs
  - D. Increased profits
9. In order to reach profit objectives, entrepreneurs must be aware of their firms':
  - A. Current ratio and liabilities.
  - B. Fixed assets and owner's equity.
  - C. Assets and liabilities.
  - D. Overall financial position and any changes in the financial status.
10. Leadership is:
  - A. Essential to a company's success.
  - B. Not an easy skill to learn.
  - C. Influencing and inspiring others to work to achieve a common goal and then giving them the power and the freedom to achieve it.
  - D. All of the above



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

PAPER: Entrepreneurship (Commerce)  
Course Code: COMM-302

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. Explain the forces that drive the growth in entrepreneurship.
2. Describe the ten deadly mistakes of entrepreneurship and how to avoid them.
3. Understand how the two hemispheres of the human brain function and what role they play in creativity..
4. What is the importance of strategic management to a small business.
5. Describe the three types of franchising: trade name, product distribution, and pure.
6. Explain the twelve myths of e-commerce and how to avoid falling victim to them.
7. How should a buyer evaluate a business's goodwill?
8. What objectives should a marketing plan accomplish?
9. Discuss the factors entrepreneurs should consider before launching an e-commerce site..
10. How does pricing affect a small firm's image?

Q3. Give answers of the following questions

(3X10 = 30)

1. Explain the differences among creativity, innovation, and entrepreneurship.
2. Explain the process of evaluating an existing business.
3. What are the 12 myths of e-commerce? What can an entrepreneur do to avoid them?



# UNIVERSITY OF THE PUNJAB

Roll No. ....

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

PAPER: Interpersonal Skills  
Course Code: COMM-303

TIME ALLOWED: 30 mins.  
MAX. MARKS: 10

*Attempt this Paper on this Question Sheet only.*

## OBJECTIVE TYPE

- Q.1 Tick the appropriate option only. (MCQS) 5x2= (10)
- i. Others perception is called  
i.) goals    ii.) social mirror    iii) personality    iv) trust
- ii. The ability to keep yourself under observation is called  
i.) stress management    ii.) achievement    iii) goal-setting  
iv) high self monitoring
- iii. What is provided in the beginning of the meeting?  
i.) agenda    ii.) plan    iii) minutes    iv) goals
- iv. Extroversion and introversion are the traits of  
i.) goals    ii.) perceptions    iii) personality    iv) self-monitoring
- v. We should develop five key behaviors for effective  
i.) stress management    ii.) achievement  
iii) goal-setting    iv) time management



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

PAPER: Interpersonal Skills  
Course Code: COMM-303

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

*Attempt this Paper on Separate Answer Sheet provided.*

## SUBJECTIVE TYPE

### Part-I Brief Answers

Q.2 Give short answers to Four of the following questions. 5x4= (20)

- What is the importance of EQ. in self-management?
- Why is SELF-AWARENESS necessary in corporate life?
- What are the elements of TRUST?
- SMARTS stands for what?
- Draw and label JOHARI WINDOW.

### Part-II Detailed Answers

Q.3 Give detailed answers of the following 15x15= (30)

- "Failure to plan is a plan to fail". Comment on this statement with reference to STRESS and TIME MANAGEMENT.
- Define Special Situations in Negotiation. Write down different types of Third Party intervention.



*Attempt this Paper on this Question Sheet only.*  
**OBJECTIVE TYPE**

Q1. Choose the correct answer

(1X10=10)

1. One of the following is used in a broader sense.
  - A. Marketing Communication
  - B. Advertising
  - C. Sales Promotion
  - D. Personal Selling
2. Cognitive dissonance is defined as:
  - A. The difference between the consumer's expectations and the perceived performance.
  - B. To buy the most preferred brand
  - C. To obtain information from any of several sources.
  - D. Discomfort caused by post purchase.
3. The technique of identifying distinct groups of buyers who might require different marketing mix or separate products is called:
  - A. Market target
  - B. Market positioning
  - C. Market segmentation
  - D. None
4. When Price and other features of product is not considered, no contemplation of substitutes or alternatives and is purchased infrequently is called:
  - A. Shopping
  - B. Unsought
  - C. Specialty
  - D. Convenience
5. It is the process of understanding, creating, and delivering profitable value to targeted customers better than competitors and is called:
  - A. Satisfaction
  - B. Marketing
  - C. Marketing Planning
  - D. Marketing Process
6. Any paid form of non-personal communication from identified sponsor is called.
  - A. Advertising
  - B. Direct Marketing
  - C. Public Relations
  - D. Personal Selling
7. The major advantage of survey research is.
  - A. Flexibility
  - B. Sometimes people are unable to answer survey questions.
  - C. People may be unwilling to respond to unknown interviewers or about things they consider private.
  - D. Respondents may answer survey questions even when they do not know the answer.
8. It is the stage of product life cycle that focuses in expanding market and creating product awareness and trail:
  - A. Maturity stage
  - B. Decline stage
  - C. Introduction stage
  - D. Growth stage
9. An operational mean by which a strategy is to be activated is called:
  - A. Policy
  - B. Goal
  - C. Strategy
  - D. Tactic
10. The customers' estimate of the Product's capacity to satisfy a set of goals is:
  - A. Want
  - B. Need
  - C. Demand
  - D. Value





# UNIVERSITY OF THE PUNJAB

Fifth Semester 2017

Examination: B.S. 4 Years Programme

Roll No. ....

**PAPER: Principles of Marketing**  
**Course Code: COMM-304**

**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. What is difference between Core belief and values?
2. State difference between needs, wanes, demand?
3. Explain the concept of Marketing myopia?
4. State difference between price skimming and price penetration strategies?
5. Middlemen as a distribution technique?
6. Briefly state the steps of consumer decision process.
7. State elements of micro- environment?
8. Briefly explain stages of product life cycle?
9. State some advantages using "Advertising" as a promotional tool?
10. What is difference between Marketing Information System and Marketing Research?

### **Q3. Give answers of the following questions**

**(3X10 = 30)**

- Q.1 Explain the elements of Marketing Mix?
- Q.2 State the elements macro environment? How these elements affect the marketing decisions?
- Q.3 Explain varied pricing strategies used by marketers?



# UNIVERSITY OF THE PUNJAB

Roll No. ....

Fifth Semester 2017

Examination: B.S. 4 Years Programme

PAPER: Research Methods in Business

TIME ALLOWED: 30 mins.

Course Code: COMM-305

MAX. MARKS: 10

*Attempt this Paper on this Question Sheet only.*

## OBJECTIVE TYPE

Q. No.1 Choose the correct answer.

(10x1=10)

1. The quality of research to produce almost identical results in successive repeated trials reflects its:  
a. Reliability b. Validity c. Accuracy d. None of above
2. If the study is carried out once and represent a snapshot of one point in time, the study is:  
a. Longitudinal study b. Time related study c. Case study d. Cross sectional study
3. When planning your literature research you need to:  
a. Define the parameters of your research b. Have clearly defined research questions and objectives. c. Generate key words and research terms d. All the above
4. The procedure by which we assign numbers to opinions, attitudes and other concepts is called:  
a. Scaling b. Sampling c. Data collection d. Measurement
5. The process of selecting sufficient number of elements from the population is known as  
a. Sampling b. Contrived c. Normality testing d Hypothesis
6. A method where the conclusions are reached from the things that are already known:  
a. Induction b. Deduction c, Bias d Phenomenon
7. The simplicity in explaining a phenomena or problem is known as:  
a. Testability b. Generalizability c. Rigor d. Parsimony
8. Data originated from primary source but does not involve people is known as:  
a. Groups b. Interview c. Dyads d. Unobtrusive
9. A systematic, controlled, empirical and critical investigation of natural phenomena guided by theory and hypothesis is called:  
a. Applied Research b. Basic Research C. Scientific research d. All of above
10. A variable that is not influenced by or not dependent on other variables in experiments is called:  
a. Dependable variable b. Independent variable c. Mediating variable  
d. Experimental variable



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

PAPER: Research Methods in Business  
Course Code: COMM-305

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

*Attempt this Paper on Separate Answer Sheet provided.*

## SUBJECTIVE TYPE

Q. No. 2 Give Short Answers. (10X2=20)

- i. What are the advantages and disadvantage of external researchers?
- ii. What is your understanding about the relationship of research and manager?
- iii. What is the difference between contrived and non-contrived settings?
- iv. Write down names of the steps of hypothetico-deductive method.
- v. Which steps are to be followed during interview in order to avoid from biasness in research?
- vi. Define the mediating variables in the research?
- vii. What are characteristics of well written report in research proposal?
- viii. What are the directional hypotheses?
- ix. Why the ratio scale is considered to be most powerful scales of the four scales?
- x. Describe the content validity.

Q. No. 3 Give Answers of the following questions. (3X10=30)

1. Write a detailed note on various components of theoretical framework and explain it with an example?
2. How variables are measured and explain different types of hypotheses?
3. Define and explain the hall marks of scientific research.



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

PAPER: Financial Management (Commerce)  
Course Code: COMM-306

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:

(20 marks)

- Differentiate between stockholders and stakeholders
- Publically owned stock
- List down functions of financial manager
- Mixed Stream
- Expected rate of return.
- List down 5 C's of credit
- Explain the term risk averse.
- Write down the formula of Earning per share.
- What do you know about Variable growth model?
- Define agency cost

### Numerical Questions (10x3=30 marks)

Q. No. 3 Naveed & Co. has 2016 sales of Rs. 10,000. It wishes to analyze expected performance and financing need for 2018, two years ahead. Given the following information, respond to parts a, b and c.

- Accounts receivable, Inventory and Accounts payable will change directly with sales.
- A minimum cash balance of Rs. 600 is desired.
- A new machine costing Rs. 900 will be bought in 2017 and equipment costing Rs. 1,000 will be purchased in 2018. Depreciation forecasted for 2017 is Rs. 300 and for 2018 Rs. 380 of depreciation is estimated.
- Accruals are expected to increase by an amount of Rs. 400 by the end of 2018.
- Retirements (payments) of long term debts of Rs.100 is expected.
- Marketable securities and other current liabilities will remain unchanged.
- Dividend payout of 24% of net profit is expected to continue.
- Sale (issue) of common stock of Rs.280 is expected.
- Sales of Rs. 14,000 in 2017 and of Rs. 15,000 are expected in 2018.
- Net profit is expected to be 5% of sales.
- The December 31,2016 balance sheet is as follows.

ASSETS	Rs.	LIABILITIES & EQUITY	Rs.
Cash	500	Accounts Payable	1,300
Marketable securities	150	Accruals	480
Accounts Receivable	1,100	Other current Liabilities	190
Inventory	1,600	<b>Total Current Liabilities</b>	<b>1,970</b>
<b>Total Current Assets</b>	<b>3,350</b>	Long-term Debt	2,100
Net Fixed Assets	4,350	Common Stock	2,900
<b>Total Assets</b>	<b>7,700</b>	Retained Earnings	730
		<b>Total Liabilities and Equity</b>	<b>7,700</b>

(P.T.O.)

**REQUIRED:**

- a) Use judgment approach to prepare Performa balance sheet dated 31<sup>st</sup> December, 2018.
- b) How much, if any additional financing will Naveed & Co. require in 2018? Discuss.
- c) How can Naveed & Co. adjust its proposed dividend to avoid the situation discussed above in part (b)?

**Q.4 (A).** Heritage Ltd paid dividend of \$5.40 per share in last year, and this dividend is expected to grow at an 11 percent annual rate for the next three years, and a zero growth is expected in year 4, then a 15 percent annual growth is expected from year 5 to 7, after which dividend is expected to grow at an annual 10 percent rate to infinity. By using dividend discounted model, what is the maximum price of this stock that an investor is ready to pay for it, if required rate of return of the investor is 16 percent?

**Q.4. (B)** You just won a lottery that promises to pay you \$20,00,000 exactly 15 years from today. Because the \$ 20,00,000 payment is guaranteed by the state in which you live, opportunities exist to sell the claim today for an immediate single cash payment.

a. What is the least you will sell your claim for if you can earn the following rates of return on similar risk investments during the 15-year period?

- (1) 5%, (2) 12%

b. Rework part a under the assumption that the \$20,00,000 payment will be received in 20 rather than 15 years.

c. On the basis of your findings in part a and b, discuss the effect of both the size of rate of return and the time until receipt of payment on the present value of a future sum.

**Q. 5.** HCC Company currently has all sales on credit and offers no cash discount. The current Average collection period of the company is 35 days while the company sells 60,000 Units annually at a selling price of Rs. 35 per unit. These units also incur a variable cost of Rs. 21 each. The bad debt expenses are 2% of sales presently.

The company is now envisioning a relaxation in its credit strategy which would lengthen its credit period to 50 days. This would also help to increase the sales to 75,000 units. The bad debts will however increase to 3% of sales. The company would also give a cash discount of 2% to customers who pay within 15 days of sales and it is assumed that 75% of customers will avail this discount. The firms required cost of tying up funds is 13%. (Assume 360 days a year)

**Required:**

Evaluate the proposed relaxation and make a recommendation to the firm regarding the change in its credit policy.



# UNIVERSITY OF THE PUNJAB

Roll No. ....

Sixth Semester - 2017

Examination: B.S. 4 Years Programme

**PAPER: Financial Management (Commerce)**  
**Course Code: COMM-306**

**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) Financial management is more concerned with:
  - a) Net profit
  - b) Retained earnings
  - c) Cash flows
  - d) None
- 2) The ratios that measure the short term financial position of business firm are:
  - a) Profitability Ratios
  - b) Market Ratios
  - c) Activity ratios
  - d) Liquidity ratios
- 3) Which of the following is not the cash outflow for a firm
  - a) Dividend
  - b) interest payments
  - 6** c) Depreciation
  - d) taxes
- 4) Which of the following is not a source of long term finance?
  - a) Equity shares
  - b) Retained earnings
  - c) Debentures
  - d) Trade credit
- 5) If we divide current assets over current liabilities, answer would be:
  - a) Acid test ratio
  - b) Absolute liquid ration
  - c) Working capital ratio
  - d) None
- 6) Common stockholders expect to receive a return through capital gains and:
  - a) Interest payments
  - b) Dividends
  - c) Fixed periodic dividends.
  - d) Coupon payments.
- 7) A project excess cash balance for the month may be invested in:
  - a) Marketable securities.
  - b) Junk bonds.
  - c) Long-term securities
  - d) Secured bonds.
- 8) The percent of sales method of preparing the proforma income statements assumes that all costs are:
  - a) Fixed.
  - b) Independent.
  - c) Constant.
  - d) Variable.
- 9) A bond will sell at \_\_\_\_\_ if the required return is greater than the coupon rate.
  - a) Par.
  - b) A premium
  - c) Liquidation value.
  - d) A discount.
- 10) Interest rate risk and the time to maturity have a relationship that is best characterized as:
  - a) Inverse.
  - b) Unrelated.
  - c) Varying
  - d) Direct.

# UNIVERSITY OF THE PUNJAB

Roll No. ....



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

PAPER: Banking Law and Practice  
Course Code: COMM-307

TIME ALLOWED: 30 mins.  
MAX. MARKS: 10

*Attempt this Paper on this Question Sheet only.*

## Objective Part

### Q.1 MULTIPLE CHOICE QUESTIONS

(1x10=10)

- 1) In PLS account, profit or loss is determined & distributed after:
  - a) 3 months
  - b) 6 months
  - c) 9 months
  - d) 1 year
- 2) State bank of Pakistan was established on:
  - a) 1<sup>st</sup> July 1948
  - b) 15 August 1948
  - c) 11 September 1948
  - d) 5 December 1948
- 3) Travelers cheques are issued for:
  - a) import of goods
  - b) medical treatment abroad
  - c) education abroad
  - d) all of these
- 4) Postal orders are issued by:
  - a) state bank
  - b) any bank
  - c) post office
  - d) none of these
- 5) Negotiable Instrument Act was passed in:
  - a) 1880
  - b) 1881
  - c) 1882
  - d) 1885
- 6) A bank can collect negotiable instruments on behalf of the customers
  - a) Yes
  - b) no
  - c) Sometimes
  - d) none of these
- 7) Prime securities are deposited by:
  - a) By the third party
  - b) by the bank
  - c) By the borrowers
  - d) all of these
- 8) Can a bank act as Mudarba Company:
  - a) Yes
  - b) no
  - c) With the permission of SBP
  - d) none of these
- 9) Dividend warrants are:
  - a) Cash
  - b) a kind
  - c) A draft
  - d) all of these
- 10) SBP Act 1956 has:
  - a) 55 sections
  - b) 66 sections
  - c) 77 sections
  - d) 88 sections



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

**PAPER: Banking Law and Practice**  
**Course Code: COMM-307**

**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. What do you understand by "safety" with respect to advancing money?
- ii. What are traveler's cheques?
- iii. What do you understand by drawn bonds?
- iv. What are the forms of personal securities?
- v. What do you understand by Hire-Purchase and leasing finance?
- vi. Explain the principle of dispersal?
- vii. How amalgamation and winding up of banking company is made?
- viii. What are unclaimed deposits and valuables?
- ix. What is banking capital?
- x. What do you mean by cheque and its crossing?

### Q.3 Long Questions

(3x10=30)

- i. Briefly explain banking laws which are being practiced in Pakistan?
- ii. What are the functions of the bank?
- iii. What is Mudarba financing and what are its types?





# UNIVERSITY OF THE PUNJAB

Roll No. ....

Sixth Semester - 2017

Examination: B.S. 4 Years Programme

**PAPER: Islamic Principles of Business & Finance**  
**Course Code: COMM-308**

**TIME ALLOWED: 30 mins.**  
**MAX. MARKS: 10**

*Attempt this Paper on this Question Sheet only.*

**Q.No.1. Encircle the appropriate option out of given options (10x1=10 Marks)**

- i. The primary source of the divine law is the
  - a. The Holy Quran
  - b. Sunnah
  - c. Ijma
  - d. Ijtihad
- ii. The Islamic finance philosophy is
  - a. Concentration of wealth
  - b. Distribution of wealth
  - c. Both
  - d. None
- iii. Additional amount paid or payable on debts is known as
  - a. Bai
  - b. Riba
  - c. Hiba
  - d. Maiser
- iv. Contract of advance payment with deferred delivery is called
  - a. Bai Salam
  - b. Bai Muajjal
  - c. Bai Murabaha
  - d. Bai Musawamah
- v. Insurance related products are offered in
  - a. Sukuk
  - b. Takaful
  - c. Salam
  - d. Istisnaa
- vi. In Islamic finance, a loan is always
  - a. Full of any charge
  - b. Free of any charge
  - c. Above than any charge
  - d. Lower than any charge
- vii. Riba which deals with time value factor is known
  - a. Riba Al Nashihya
  - b. Riba Al Fadle
  - c. Both
  - d. None
- viii. Medium and long term project based financing instruments in Islamic finance
  - a. Tabarru
  - b. Sukuk
  - c. Wakala
  - d. Takaful
- ix. Leasing related products in Islamic finance
  - a. Takaful
  - b. Wakala
  - c. Ijara
  - d. Sukuk
- x. HIBAH (gift) means the transfer of ownership of asset free of any payment on ----- basis
  - a. Permanent
  - b. Temporary
  - c. Both
  - d. None



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

PAPER: Islamic Principles of Business & Finance  
Course Code: COMM-308

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

*Attempt this Paper on Separate Answer Sheet provided.*

**Q.No.2. Write short answer to the followings (10x2=20 Marks).**

- i. Explain philosophy of Islamic Economics
- ii. Define Ijara
- iii. Explain Mudarbha
- iv. Differentiate between Gharar and Maiseer
- v. Elaborate Wakala term
- vi. What do you know about Sukuk?
- vii. Explain the concept of diminishing Musharka
- viii. Explain time value of money in Islamic Finance
- ix. Discuss Gharar as prohibition in Islamic Sharia
- x. Differentiate between Musharka and Mudarbha

**Q.No.3. Provide brief answer to the followings (3x10=30 Marks).**

- i. Briefly explain, what are the main prohibitions in Islamic Economics and Finance?
- ii. Explain modern uses of Ijarah
- iii. What are the issues and challenges for Islamic Banking in modern age?



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

PAPER: Logic & Critical Thinking (Commerce)  
Course Code: COMM-309

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

*Attempt this Paper on Separate Answer Sheet provided.*

- Q2 Question with Short Answers (2.5x8=20)
- Differentiate between the following terms
- Immediate and mediate inference
  - Premise and Conclusion
  - Thinking and Critical Thinking
  - Sound Argument and valid argument
  - Quality and Quantity
  - Contraries and Sub contraries
  - Super and Sub Alternation
  - Mood and Figure
  - Connotation and denotation
- Q3. Using Traditional Square of opposition, determine the truth value of Categorical propositions A, I and O if proposition E is given as TRUE. Justify your answer. (10)
- Q4. What is a dispute? What are different kinds of disputes, Elaborate with one example each, and how definitions helps in the resolution of disputes. (10)
- Q5. Use Venn diagram to prove the validity or invalidity of the following syllogism. If proved invalid state the Rule and the fallacy it committed. (10)
- OA0-3
  - AEE-4



# UNIVERSITY OF THE PUNJAB

Roll No. ....

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

PAPER: Logic & Critical Thinking (Commerce)  
Course Code: COMM-309

TIME ALLOWED: 30 mins.  
MAX. MARKS: 10

*Attempt this Paper on this Question Sheet only.*

Q1. Multiple Choice Question

- a) Logic is the science of \_\_\_\_\_
  - 1) Validity
  - 2) Reasoning
  - 3) Necessity
  - 4) Probability
- b) \_\_\_\_\_ is/are the proposition(s) that provide support for a conclusion with in an argument.
  - 1) Statement
  - 2) Premises
  - 3) Sentence
  - 4) None of the above
- c) How many proposition(s) a conclusion must contains in an argument? \_\_\_\_\_
  - 1) One
  - 2) Two
  - 3) Three
  - 4) More than one
- d) An argument that contains true premises and a true conclusion is known as \_\_\_\_\_ argument.
  - 1) Sound
  - 2) Invalid
  - 3) Bad Argument
  - 4) Not an argument
- e) Categorical Proposition "O" is a \_\_\_\_\_ Proposition.
  - 1) Universal Affirmative
  - 2) Universal Negative
  - 3) Particular Affirmative
  - 4) Particular Negative
- f) In Categorical Proposition "A" the subject term is \_\_\_\_\_ and the Predicate term is \_\_\_\_\_
  - 1) Subject Term is distributed and Predicate term is Undistributed
  - 2) Subject Term is undistributed and Predicated term is distributed
  - 3) Both term are distributed
  - 4) Both Term are undistributed.
- g) \_\_\_\_\_ refers to kind of proposition as major and minor premises with a conclusion
  - 1) Figure of a syllogism
  - 2) Mood of a syllogism
  - 3) Distribution of terms
  - 4) Kinds of proposition in a syllogism.
- h) In \_\_\_\_\_ argument the premises claims to provide support Necessary support to the conclusion.
  - 1) Deductive
  - 2) Inductive
  - 3) Valid
  - 4) Invalid
- i) A proposition that has only false substitution instances is called \_\_\_\_\_
  - 1) Tautology
  - 2) Contingent
  - 3) Contradiction
  - 4) Truth
- j) If either the major or minor term in a syllogism is distributed in conclusion but not in the premises, then a \_\_\_\_\_ is committed.
  - 1) Fallacy of Undistributed middle
  - 2) Fallacy of Illicit Minor or Illicit Major
  - 3) Fallacy of Existential
  - 4) Fallacy of Four Terms



# UNIVERSITY OF THE PUNJAB

Roll No. ....

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

**PAPER: Organizational Behavior**  
**Course Code: COMM-310**

**TIME ALLOWED: 30 mins.**  
**MAX. MARKS: 10**

*Attempt this Paper on this Question Sheet only.*

**OBJECTIVE TYPE**

**Q-1 Encircle Correct Answer. (10x1=10)**

1. \_\_\_\_\_ is recognized as father of "Human Relations".
  - a) Elton Mayo
  - b) Henry Fayol
  - c) F.W.Taylor
  - d) Max Weber
  
2. \_\_\_\_\_ is the process of stimulating people to actions to accomplish the goals?
  - a) Bonus
  - b) Motivation
  - c) Incentives
  - d) Promotion
  
3. An individual who achieves goals through other people:
  - a) Labor Man
  - b) Manager
  - c) Shift Man
  - d) None of these
  
4. Every individual is \_\_\_\_\_ by his personality.
  - a) Unique
  - b) Intellectual
  - c) Specific
  - d) Systematic
  
5. "Girls are not good at sports" is an example of:
  - a) Perception
  - b) Stereotyping
  - c) Halo effect
  - d) individual Personality
  
6. According to Herzberg, which of the following is a maintenance factor?
  - a) Salary
  - b) Responsibility
  - c) Recognition
  - d) Work itself
  
7. The ability to apply specialized knowledge or experience is:
  - a) Conceptual Skills
  - b) Technical Skills
  - c) Human Skills
  - d) None of These
  
8. Which of the following is not one of the types of attitude?
  - a) Job Involvement
  - b) Job Satisfaction
  - c) Organizational Commitment
  - d) Organizational Behavior
  
9. In present context, challenges for OB are:
  - a) Workforce Diversity
  - b) Globalization
  - c) Employee Expectation
  - d) All of Above
  
10. Intense feelings that are directed at someone or something:
  - a) Emotion
  - b) Habit
  - c) Attitudes
  - d) Rituals



# UNIVERSITY OF THE PUNJAB

Sixth Semester - 2017

Examination: B.S. 4 Years Programme

Roll No. ....

**PAPER: Organizational Behavior**  
**Course Code: COMM-310**

**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.**

**(10\*2 = 20)**

1. Define Organizational Behavior.
2. Differentiate between Eustress and Distress.
3. What do you mean by Organizational Commitment?
4. What is Tenure?
5. What factors determine Job Satisfaction?
6. What are the major challenges encountered by the organizations?
7. Who are Extroverts and Introverts?
8. Define Learning.
9. Describe Maslow's Hierarchy of need.
10. What are the three levels of analysis in OB?

**Long Questions:**

**(3\*10 = 30)**

Q-3 Define Stress. What are the sources and consequences of Stress? Explain.

Q-4 Define Personality. Give detailed description about The Myers-Briggs Type Indicator (MBTI).

Q-5 What is Job Satisfaction and what are its implications?



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

PAPER: Corporate Law  
Course Code: COMM-401

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

*Attempt this Paper on Separate Answer Sheet provided.*

## Subjective Part

### Q2. ANSWER THE SHORT QUESTIONS:

(2 X 10 = 20 MARKS)

- i. What is the corporate veil?
- ii. Briefly explain the proxy.
- iii. Describe the winding up under the supervision of the court.
- iv. What are the preliminary and pre incorporation contracts?
- v. What is the difference between company limited by shares and company limited by guarantee?
- vi. Can the commission order to call a meeting? Comment.
- vii. What is the separate legal entity?.
- viii. "Member and share holder are synonymous" comment.
- ix. How can share capital be reorganized?
- x. What is the statement in lieu of prospectus?

### Q3. ANSWER THE FOLLOWING LONG QUESTIONS:

(3 X 10 = 30 MARKS)

- i. Discuss the doctrine of ultra vires also state the categories of ultra vires in which it can be divided with the help of case law and the effects of ultra vires transactions.
- ii. What are the requirements of law regarding the allotment of share? Discuss the restrictions imposed by law regarding the allotment of shares.
- iii. What is the legal position of a director? How are directors appointed?

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# UNIVERSITY OF THE PUNJAB

Roll No. ....

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

PAPER: Corporate Law  
Course Code: COMM-401

TIME ALLOWED: 30 mins.  
MAX. MARKS: 10

*Attempt this Paper on this Question Sheet only.*

Q1. MULTIPLE CHOICE QUESTIONS

(1x10 = 10 MARKS)

1. A public company can be formed by:
  - a) 2 persons
  - b) 3 persons
  - c) 6 persons
  - d) 5 persons
  
2. Memorandum can be altered with the approval of :
  - a) Court of Law
  - b) Director
  - c) Registrar
  - d) Share holder.
  
3. Companies ordinance 1984 was promulgated on:
  - a) 18<sup>th</sup> October 1984.
  - b) 28<sup>th</sup> September 1994.
  - c) 08<sup>th</sup> October 1984.
  - d) 18<sup>th</sup> September 1994.
  
4. Which of the following is not the ground to lift the corporate veil?
  - a) Minimum number of members.
  - b) Refund of application money.
  - c) Democratic organization.
  - d) Investigation of the company.
  
5. There are ----- Schedules in the companies ordinance 1984:
  - a) 8 schedules
  - b) 7 schedules
  - c) 6 schedules
  - d) 10 schedules
  
6. A one-man company is:
  - a) Where there is only one member of the company.
  - b) Where there is only one director of the company.
  - c) Where almost all the shares of the company held by one person.
  - d) None of these.

**P.T.O.**



7. Which of the following company can give loan to the director?
- a) Private company not a subsidiary of a public company
  - b) Public company limited by share.
  - c) Public company limited by guarantee.
  - d) None of these.
8. Which of the following is not the kind of share.
- a) Qualification shares.
  - b) Preference shares.
  - c) Deferred shares
  - d) Right shares.
9. All general meetings of the company except annual general meeting and statutory meeting are called.
- a) Special resolutions.
  - b) Special meetings.
  - c) Ordinary meetings.
  - d) None of these.
10. Quorum of the general meeting means.
- a) Calling the general meeting.
  - b) Cancellation of the meeting.
  - c) Voting in the meeting.
  - d) None of these.

\*\*\*\*\*



# UNIVERSITY OF THE PUNJAB

Seventh Semester 2017

Examination: B.S. 4 Years Programme

Roll No. ....

**PAPER: Human Resource Management**  
**Course Code: COMM-402**

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

*Attempt this Paper on Separate Answer Sheet provided.*

**Q-2 Give short answers.**

**(10x2=20)**

1. Define Human Resource Management.
2. What do you mean by Job Enrichment?
3. Define the term Recruitment.
4. Define Interviewer's Bias.
5. What is On-The-Job training?
6. Define Orientation.
7. Identify 5 traditional stages involved in career.
8. Define Halo Effect.
9. What is meant by Intrinsic Rewards?
10. Define Job Rotation.

## LONG QUESTION

**(3x10=30)**

Q-3 Define Job Analysis. Explain methods to conduct Job Analysis.

Q-4 Briefly describe the eight steps of Selection Process.

Q-5 Explain advantages and disadvantages of Group Incentives and Organization-wide Incentives.



# UNIVERSITY OF THE PUNJAB

Roll No. ....

Seventh Semester 2017

Examination: B.S. 4 Years Programme

**PAPER: Human Resource Management**  
**Course Code: COMM-402**

**TIME ALLOWED: 30 mins.**  
**MAX. MARKS: 10**

*Attempt this Paper on this Question Sheet only.*

- Q-1 Choose the correct answer. (10x1=10)
- Human Resource Management does not involve:  
a) Recruitment      b) Selection      c) Training      d) Cost Control
  - Which of the following is concerned with developing a pool of candidates in line with the human resources plan?  
a) Development      b) Training      c) Recruitment      d) All of the above
  - Performance development plan is set for the employee by his immediate boss.  
a) Employer      b) Department Head      c) Immediate boss      d) Any of the above
  - A job specification is one of the areas of \_\_\_\_\_  
a) Job analysis      b) Job design      c) Job description      d) Job Rotation
  - Which of the following is categorized as an indirect payment portion of employee compensation?  
a) Wages      b) Salaries      c) Employer-paid insurance      d) Commissions
  - Which of the following is not included in the method of off-The-Job training?  
a) Just-In-Time      b) Job Rotation      c) Simulation      d) Mentoring
  - Advertisements through newspapers, TV, radio, professional journals and magazines are \_\_\_\_\_ methods of recruitment.  
a) Direct      b) Indirect      c) Third-party      d) None of the above
  - Which one is not included in the hiring process?  
a) Recruitment      b) Socialization      c) Selection      d) Job specification
  - Subject which deal with the personal aspect of management is called  
(a) HRM      (b) HRD      (c) Career Management      (d) career Planning
  - Unstructured interviews can also be defined as:  
a) Non directive      b) Directive      c) Content free      d) Standardizing



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

PAPER: Insurance & Risk Management  
Course Code: COMM-403

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 × 10 = 20)

- (1) Differentiate between conventional insurance and Takaful?
- (2) What are the types of hazard?
- (3) Define underwriting.
- (4) Define risk financing.
- (5) What is the principle of indemnity?
- (6) When insurable interest arises in case of marine insurance?
- (7) Why are exclusions used by insurer?
- (8) Enlist steps of risk management process?
- (9) Differentiate between pure risk and speculative risk.
- (10) Give any two requirements of insurable risk.

**Q 3: Long Questions:**

(10 × 3 = 30)

- (1) Explain the legal characteristics of insurance contract that differentiate them from other contracts.
- (2) Define risk management. Discuss in detail the risk control and risk financing techniques in context of risk management.
- (3) Define insurance. Explain the characteristics of insurance.



# UNIVERSITY OF THE PUNJAB

Roll No. ....

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

**PAPER: Insurance & Risk Management**  
**Course Code: COMM-403**

**TIME ALLOWED: 30 mins.**  
**MAX. MARKS: 10**

*Attempt this Paper on this Question Sheet only.*

## OBJECTIVE TYPE

**Q1: Choose the correct answer:**

(10 × 1=10)

**1. Following is not an operation of insurance company:**

- a. Rate making
- b. Production
- c. Reinsurance
- d. None of these

**2. The voluntary relinquishment of a known legal right is:**

- a. Waiver
- b. Estoppels
- c. Authority
- d. None of these

**3. All of the following are social costs associated with insurance except \_\_\_\_\_.**

- a. Expense of doing business
- b. Fraudulent claims
- c. Inflated claims
- d. Increased cost of capital

**4. Takaful is an Islamic concept of:**

- a. Insurance
- b. Trade
- c. Leasing
- d. Loan

**5. \_\_\_\_\_ refers to technique that reduces the frequency and severity of loss.**

- a. Risk financing
- b. Risk control
- c. Loss Reduction
- d. None of the above

**6. \_\_\_\_\_ means that the insured is restored to approximate financial position.**

- a. Indemnification
- b. Risk transfer
- c. Pool of loss
- d. Both A & B

**7. \_\_\_\_\_ risk meets the requirements for being insurable by private insurers.**

- a. Market risk
- b. Property risk
- c. Financial risk
- d. Political risk

**8. Risk that affects whole economy not the individual is \_\_\_\_\_.**

- a. Fundamental risk
- b. Pure risk
- c. Particular risk
- d. Both B & C

**9. Provision in the policy that qualify or place limitations on insurer's promise to perform:**

- a. Condition
- b. Warranty
- c. Exclusion
- d. Concealment

**10. Insurance is a technique for handling:**

- a. Pure risk
- b. Speculative risk
- c. Particular risk
- d. Fundamental risk



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

PAPER: Managerial Economics  
Course Code: COMM-404

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

*Attempt this Paper on Separate Answer Sheet provided.*

**Question 2.** Answer the following in 5 to 10 sentences each. Unnecessarily long answers will lead to negative marking.

Marks: 20 (2 each)

- Briefly Discuss about Managerial Economics,
- Explain with the help of a diagram how the market price is settled in a free market?
- Define income elasticity of demand and explain it for luxuries and necessities.
- What are economies of scale?
- Minimize Marginal Cost if  $MC = 3Q^2 - 16Q + 57$
- Explain the assumptions of Monopolistic Competition.
- What is the difference in Risk and Uncertainty?
- Differentiate between implicit and explicit costs.
- What is meant by Capital Budgeting?
- Explain what is Marginal Rate of Technical Substitution?

*Answer the following questions. Avoid unnecessary details. (Marks:10 Marks per question)*

**Question 3.** Discuss the short run equilibrium of the firm under Perfect Competition.

**Question 4.** Describe various types of Elasticity of Demand .

**Question 5.** Consider the following Demand Function and related information and answer the questions.

$$Q = 200 - 0.15P + 0.05I$$

Where  $Q$  = Quantity Demanded,  $P$  = Price and  $I$  = Income

$$\text{Let } P = 2500 \text{ and } I = 50000$$

- Calculate the quantity demanded
- Calculate and interpret the price elasticity of demand at the given values
- Calculate and interpret the income elasticity of demand at the given values



# UNIVERSITY OF THE PUNJAB

Roll No. ....

Seventh Semester 2017

Examination: B.S. 4 Years Programme

**PAPER: Managerial Economics**  
**Course Code: COMM-404**

**TIME ALLOWED: 30 mins.**  
**MAX. MARKS: 10**

*Attempt this Paper on this Question Sheet only.*

## OBJECTIVE PART

**Question 1.** *Encircle the best choice. More than one circle will be considered wrong answer. Cutting and overwriting is not allowed.*

Marks: 10

- i) Number of Firms under Monopoly is
  - a. One
  - b. Two
  - c. Three
  - d. Four
- ii) In the Short run, Fixed Cost Curve has the shape/slope
  - a. Positive
  - b. Negative
  - c. Horizontal
  - d. Vertical
- iii) MPC can be
  - a. 10
  - b. 2
  - c. -0.7
  - d. 0.7
- iv) When a firm earns Abnormal Profit in the short run then
  - a.  $AR = AC$
  - b.  $AC > AR$
  - c.  $AC < AR$
  - d.  $AC = MC$
- v) Second Derivative of a Minima is
  - a. Positive
  - b. Negative
  - c. Zero
  - d. Unity
- vi) Income elasticity of demand for normal goods is
  - a. Positive
  - b. Negative
  - c. Zero
  - d. Infinity
- vii) In the second stage of production in the short run
  - a. MP increases
  - b. MP decreases
  - c. TP decreases
  - d. AP increases all over stage II
- viii) When the demand of a commodity changes due to change in price of another commodity, the measure we use is called
  - a. Point elasticity.
  - b. Cross elasticity.
  - c. Income elasticity.
  - d. Arc elasticity.
- ix) Saving is a direct function of which of the following According to J. M. Keynes
  - a. Saving
  - b. Interest rate
  - c. Demand
  - d. Income
- x) Risk management is responsibility of the
  - a. Customer
  - b. Investor
  - c. Developer
  - d. Project Team



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

PAPER: Management Accounting  
Course Code: COMM-405

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

*Attempt this Paper on Separate Answer Sheet provided.*

Q2: Answers the following questions

10 x 2=20 Marks

1. Explain in which organization Job order costing and process costing are used?
2. Why equivalent production report in process costing is prepared?
3. Differentiate between joint product and by product?
4. Differentiate between product cost and period cost?
5. How Activity based costing is different from traditional costing?
6. Define opportunity cost?
7. What is breakeven point?
8. Differentiate between direct costs and direct costing?
9. Explain sales mix and product mix?
10. Explain the margin of safety ratio?

15 x 2= 30 Marks

Q3: A company produces a single product that is sold for Rs. 23 per unit. The followings are the standard figures,

Direct Material Cost	Rs.4 per unit
Direct Labour Cost	Rs. 3 per unit
Variable FOH	Rs. 2 per unit
Fixed FOH	Rs. 12000 per month
Variable selling expenses	Rs. 2 per unit sold
Fixed selling expenses	Rs. 3000 per month
Fixed Administrative expenses	Rs. 5000 per month

Budgeted Production/ Normal Capacity 5000 units per month

There were 400 units of finished goods at the beginning of the November.

Actual results for the month of November and December 2016 showed the following level of production and sales.

	<u>Production</u>	<u>Sales</u>
November 2016	4900 units	4200 units
December 2016	5600 units	5800 units

Required:

- a- You are required to prepare operating statement for each of the month of November and December using Absorption Costing and Marginal Costing techniques.
- b- Prepare a statement of profit reconciliation.

P.T.O.



**Q4:** The Beisswanger shoe company manufactures a wide line of ladies footwear. Sales volume has increased rapidly over the past seven years. However, after a change in executive management, the new president believed that sales volume should increase at an even faster rate. The plan is to increase volume, with the price level remaining the same declining After lengthy discussions with the plant manager and the sales manager a mutually agreeable plan was formulated, whereby the volume was expected to increase with a decrease in the sales price. At the time of this proposal, both the plant manager and the sales manager believed that the existing level of gross profit could be maintained.

In 2015, the last year before adoption for the new plan, the following company data had been recorded with respect to two lines of ladies footwear- Loafers and Sandals.

	LOAFERS	SANDALS
Shoes Sold .....	<u>10,000</u>	<u>5,000</u>
Revenue .....	Rs 200,000	Rs 150,000
Gross Profit .....	<u>Rs 70,000</u>	<u>Rs 60,000</u>

The proposed plan did have the desired effect on 2016 gross profit. The president was quite enthusiastic over the success of the plan but wanted to know if the increased gross profit was attributable to increased sales or reduced cost.

Data for 2016:

	LOAFERS	SANDALS
Shoes Sold .....	<u>12,000</u>	<u>6,000</u>
Revenue .....	Rs 208,000	Rs 144,000
Cost of goods sold .....	Rs. <u>124,000</u>	Rs. <u>86,000</u>
Gross Profit .....	<u>Rs. 84,000</u>	<u>Rs. 58,000</u>

**Required:**

An analysis to indicate the underlying reasons for the change in gross profit.



# UNIVERSITY OF THE PUNJAB

Roll No. ....

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

**PAPER: Management Accounting**  
**Course Code: COMM-405**

**TIME ALLOWED: 30 mins.**  
**MAX. MARKS: 10**

*Attempt this Paper on this Question Sheet only.*

Choose the correct answer.

(10X1=10)

- 1. The Difference of profit in Marginal costing technique is caused by**
  - A. Addition of fixed cost
  - B. Elimination of fixed cost
  - C. Both a & b
  - D. None of the above
- 2. When fixed cost is included in ending inventories under absorption costing method. This amount is treated as**
  - A. Product cost
  - B. Period Cost
  - C. Indirect Cost
  - D. None of these
- 3. Which of the following definition best describe a cost driver**
  - A. Any activity which causes an increase in costs
  - B. A collection of costs associated with a particular activity
  - C. A cost that varies with production level
  - D. Any factor which causes a change in the cost of an activity
- 4. Process costing technique used by manufacturing concerns like**
  - A. Textile
  - B. Electric parts
  - C. Automobile
  - D. All of these
- 5. The product which is obtain by production process of another product**
  - A. Main product
  - B. Joint product
  - C. By product
  - D. None of these

**P.T.O.**

**6. Standards and budgets both aim at the same objective that is**

- A. Financial Control
- B. Managerial Control
- C. Administrative Control
- D. None of these

**7. Cost which is changed in proportion to level of total volume is classified as:**

- A. Fixed cost
- B. Total cost
- C. Variable cost
- D. None of the above

**8. Cost which is fixed for a set of level of production and become variable after production level exceeded is known as**

- A. Semi variable cost
- B. Mixed Cost
- C. Semi fixed cost
- D. All of these

**9. Is a statistical tool used in project management which was designed to analyze and represent the task involve in completing a project:**

- A. PERT Analysis
- B. PEST Analysis
- C. SWOT Analysis
- D. All of these

**10. A method of budgeting which starts from zero and every function within an organization is analyzed for its needs and costs:**

- A. Flexible budgeting
- B. Zero based budgeting
- C. Fixed period budgeting
- D. All of these



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

PAPER: Corporate Finance (Finance Specialization)  
Course Code: COMM-406

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:

- a) Capital Asset Pricing Model (CAPM)
- b) Mutually exclusive projects
- c) Operating lease
- d) Optimal capital structure
- e) Dividend payout ratio
- f) Capital rationing
- g) Call option
- h) Financial leverage
- i) Opportunity cost
- j) Residual theory of dividend

LONG QUESTIONS [10×3=30 Marks]

Q.3 ABC Industries is considering replacing a fully depreciated machine that has a remaining useful life of 10 years with a newer, more sophisticated machine. The new machine will cost \$200,000 and will require \$30,000 in installation costs. It will be depreciated under MACRS using a 5-year recovery period. A \$25,000 increase in net working capital will be required to support the new machine. The firm's managers plan to evaluate the potential replacement over a 4-year period. They estimate that the old machine could be sold at the end of 4 years to net \$15,000 before taxes; the new machine at the end of 4 years will be worth \$75,000 before taxes. Calculate the terminal cash flow at the end of year 4 that is relevant to the proposed purchase of the new machine. The firm is subject to a 40% tax rate.

(Note: Depreciation rate by using MACRS under 5-year recovery period)

Year-1: 20%, Year-2: 32%, Year-3: 19%, Year-4: 12%, Year-5: 12%, Year-6: 5%

Q.4 Your firm's cost analysis supervisor supplies you with the following revenue and cost data:

Sales	\$1200000
Variable costs	840000
Fixed operating costs	150000
Interest expenses	20000
Preferred dividend	25000

Income tax rate is 40%.

- a) Calculate the firm's degree of operating, financial and combined leverages?
- b) Determine the total amount of sales if the firm wants to double its EBIT

Q.5 Fine Manufacturing Company is attempting to choose the better of two mutually exclusive projects for expanding the firm's warehouse capacity. The relevant cash flows for the projects are shown in the following table:

Initial Investment [CF <sub>0</sub> ]	Project-A	Project-B
	\$(90000)	\$(90000)
Years	Cash Inflows	
1	\$30000	\$40000
2	30000	40000
3	30000	30000
4	30000	20000
5	30000	10000

The firm's cost of capital is 12%. Calculate:

- a) Payback period and Net Present Value (NPV) of both the projects.
- b) Which project would you finally select?



# UNIVERSITY OF THE PUNJAB

Roll No. ....

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

PAPER: Corporate Finance (Finance Specialization)  
Course Code: COMM-406

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. The portion of an asset's risk that can be eliminated through diversification is:
  - a) Systematic risk
  - b) Non-systematic risk
  - c) Non diversifiable risk
  - d) Both a & b
  - e) None
2. The use of fixed operating costs to magnify the effects of changes in sales on the firm's earnings before interest and taxes is:
  - a) Financial leverage
  - b) Operating leverage
  - c) Financing leverage multiplier
  - d) Cost of capital
  - e) None
3. When required rate of return of the investor is less than coupon rate, the bond sells:
  - a) At par
  - b) At premium
  - c) At maturity value
  - d) At face value
  - e) At discount
4. If cost of capital decreases the NPV of a project:
  - a) Also increases
  - b) Decreases
  - c) Remains constant
  - d) NPV cannot be determined
  - e) None of the above
5. In capital budgeting analysis, we are always concerned with incremental:
  - a. Cash flows
  - b. Accounting profits
  - c. Operative profits
  - d. Cash outflows
  - e. Revenue

P.T.O.

6. In estimating after tax incremental operating cash flows for a particular project, we should include all of the followings EXCEPT:
- Opportunity cost
  - Changes in working capital
  - Sunk cost
  - Income tax changes
  - None of the above
7. Among the following alternative methods of project evaluation and selection, which one is considered the most appropriate method:
- Payback period
  - Net present value
  - Profitability index
  - Discounted payback period
  - Terminal value method
8. The attitude in which investors require an increased return for an increase in risk is known as
- Risk seeking
  - Risk neutral
  - Risk averse
  - Risk indifferent
  - None of the above
9. The dividend paid in the form of shares is known as:
- Cash dividend
  - Stock dividend
  - Property dividend
  - Both a and b
  - None
10. Treasury bills are:
- Risk free security
  - Highly risky
  - Nominal risky
  - Both b & c
  - None



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

PAPER: Consumer Behavior (Marketing Specialization) TIME ALLOWED: 2 hrs. & 30 mins.  
Course Code: COMM-407 MAX. MARKS: 50

*Attempt this Paper on Separate Answer Sheet provided.*

**Q2. Give short answers**

**(10x2 = 20)**

1. What is the difference between personal consumer and organizational consumer?
2. Briefly explain the classical conditioning theory of behavioral learning.
3. What is the difference between secondary and primary data?
4. What do you understand by perceptual organization?
5. Briefly explain family branding.
6. State the three distinct forms of learning a culture?
7. Define reference group and its broad categories?
8. List and briefly explain the factors that affect the decoding and comprehension of persuasive messages.
9. Name the four basic elements of the diffusion process.
10. What are the essentials of communication strategy?

**Q3. Give answers of the following questions**

**(3X10 = 30)**

1. Discuss the elements of the communications process? Also mention barriers to communication?
2. What are several specific personality traits that provide insight about consumer behavior?
3. Explain the eight roles in the Family Decision-Making Process



*Attempt this Paper on this Question Sheet only.*

Q1. Choose the correct answer

(1X10=10)

1. A theory of personality that focuses on the measurement of specific psychological characteristics:
  - A) Trait theory
  - B) Murray's Theory
  - C) Maslow's Theory
  - D) None of above
  
2. Offering the same product through same marketing mix to all consumers is called:
  - A) Niche marketing
  - B) Mass marketing
  - C) International marketing
  - D) Marketing mix
  
3. The key to a company's survival, profitability and growth in a highly competitive marketplace is to \_\_\_\_\_
  - A) Continue to increase quality at the expense of profits
  - B) Continue to identify and satisfy unfulfilled consumer needs better and sooner than the competition
  - C) Sell what it's good at making
  - D) Convince consumers that they should buy more products
  
4. The behavior that consumer displays in searching for purchasing, using, evaluating and disposing of the products, services and ideas is one of the following concepts:
  - A) Consumer decision making
  - B) Consumer dogmatism
  - C) Consumer behavior
  - D) Consumer ethics
  
5. Motivation is produced by a state of tension, which exists as the result of

P.T.O.



- \_\_\_\_\_
- A) Peer pressure
  - B) Unfulfilled needs
  - C) Environmental forces
  - D) Satisfied desires
6. Communication directed to a large and diffused audience, with no direct communication between source and receiver is known as:
- A) Impersonal communication
  - B) Interpersonal communication
  - C) Direct communication
  - D) None of above
7. Nationality, religion, race, and age are examples of sociocultural and demographic variables upon which \_\_\_\_\_ are based.
- A) Societal analysis
  - B) Cross national cultural analysis
  - C) Societal classifications
  - D) Subcultural divisions
8. Advertising that promotes the use of healthy, reusable and eco-friendly products advocates the concept of:
- A) Green marketing
  - B) Product marketing
  - C) Consumer behavior
  - D) Targeting orientation
9. A macro process concerned with the distribution of a new product from its source to the consuming public is:
- A) Adoption
  - B) Assumption
  - C) Diffusion
  - D) None of above
10. To respond to consumers' growing interest in products and services that were more unique and would better satisfy their individual or specific needs and preferences, companies adopted the \_\_\_\_\_.
- A) Production orientation
  - B) Marketing orientation
  - C) Sales orientation
  - D) Product orientation



# UNIVERSITY OF THE PUNJAB

Roll No. ....

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

**PAPER: E-Commerce**  
**Course Code: COMM-409**

**TIME ALLOWED: 30 mins.**  
**MAX. MARKS: 10**

*Attempt this Paper on this Question Sheet only.*

**Q-1 Encircle the best choice. (10)**

- 1- A/An \_\_\_\_\_ is a private enterprise network that uses internet and web technologies for information gathering and distribution within an organization.
  - a) Intranet
  - b) Extranet
  - c) Internet
  - d) wide area network
- 2- \_\_\_\_\_ send your messages to those of every other Internet user speeding to their destinations along thousands of pathways.
  - a) Routers
  - b) Switches
  - c) Hub
  - d) Ethernet
- 3- A computer that receives requests from different web clients and responds by sending files back to those web clients computers.
  - a) Internet server
  - b) Web server
  - c) Application server
  - d) Database server
- 4- Web speaks for any request for data from a web page or file ,
  - a) click
  - b) hit
  - c) impression
  - d) click through rate
- 5- Believe they are pursuing some greater good by breaking in and revealing system flaws
  - a) Green hats
  - b) White hats
  - c) Gray hats
  - d) Black hats



# UNIVERSITY OF THE PUNJAB

Eighth Semester - 2017

Examination: B.S. 4 Years Programme

Roll No. ....

PAPER: E-Commerce

Course Code: COMM-409

TIME ALLOWED: 2 hrs. & 30 mins.

MAX. MARKS: 50

*Attempt this Paper on Separate Answer Sheet provided.*

Q-2 Give short answers of the followings: (20)

- What do you mean by "Value Proposition"?
- Sniffing
- Affiliate marketing
- Bandwidth

Q-3 Give brief answers of the followings: (30)

- Explain process of creating a **digital envelop** for secure transaction. Draw diagram to explain the answer.
- Discuss firewall and proxy server with the help of diagram.
- Discuss benefits and limitations of different types of internet ads.



*Attempt this Paper on this Question Sheet only.*

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

- 1) The standard financial contract with standardized maturity dates with standardized lots
  - a) Forward Contract
  - b) Futures contract
  - c) Customized Contract
  - d) None of the above
- 2) A Form of government in which one person or political party exercise absolute control over all spheres of human life:
  - a. Totalitarianism
  - b. Economic system
  - c. Legal system
  - d. None of these
- 3) Relatively higher inflation in the U.S. than the UK would cause a decline in demand for dollars.
  - a. True
  - b. False
  - c. No changes
  - d. All of above
- 4) "Embargo" is a
  - a. Trade Barrier
  - b. Specific Tariff
  - c. Ad valorem tariff
  - d. Quota
- 5) Currency declines in values is said to be:
  - a. Depreciate
  - b. Appreciate
  - c. Retaliation
  - d. None of these
- 6) Bid-ask spread in foreign exchange market is the :
  - a. Price at which a bank will buy a currency
  - b. Price a bank will pay for a currency
  - c. Difference between bid and ask quotes for a currency
  - d. Price of currency in foreign exchange market
- 7) If a bank thinks the British pound is overvalued, it should do which of the following?
  - a. Buy more pound before it depreciates
  - b. Buy more pound before it appreciates
  - c. Sell the pound before it depreciates
  - d. Sell the pound before it appreciates
- 8) Who gave the theory of Comparative Advantage
  - a. Adam Smith
  - b. David Ricardo
  - c. Heckscher-Ohlin
  - d. Both a & b
- 9) Export specialists that act as the export marketing department for client firms:
  - a. Export management companies
  - b. MNC's
  - c. Exporting firms
  - d. None of the above
- 10) Overseas investment in existing business setup through acquisitions or mergers
  - a. Brownfield
  - b. Greenfield
  - c. Portfolio
  - d. None of above



# UNIVERSITY OF THE PUNJAB

Eighth Semester - 2017

Examination: B.S. 4 Years Programme

Roll No. ....

**PAPER: International Business & Finance**  
**Course Code: COMM-410**

**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 questions (20 marks)**

- A) Discuss Tariff Barriers.
- B) Explain the concept of international commercial terms (INCOTERMS)
- C) Difference between horizontal & vertical FDI?
- E) Enlist types of countertrade?
- F) Discuss Fisher Effect Model?
- G) Define Euro bonds?
- H) Importance of Letter of Credit?
- G) Discuss globalization by market?
- I) Critique on Mercantilism theory.
- J) Currency options market?

**Long Questions (10×3=30marks)**

**Q.3** Explain 'International Financial Markets' briefly.

**Q.4** "China Pakistan Economic Corridor (CPEC) is a Game Changer for Pakistan" Discuss in the environment of international business strategies

**Q.5** What is Bid/Ask spread? Calculate bid/ask spread % for the following currencies:

Currency/Country	Bid (Buying) Rate	Ask (Selling) Rate
US \$	107.10	107.40
UK	133.00	134.75
Euro	113.50	114.70
Saudi.Arabia	28.35	28.55
UAE	29.10	29.35
Japan	0.9300	0.9600



# UNIVERSITY OF THE PUNJAB

Roll No. ....

Eighth Semester - 2017

Examination: B.S. 4 Years Programme

**PAPER: Operation & Production Management**  
**Course Code: COMM-411**

**TIME ALLOWED: 30 mins.**  
**MAX. MARKS: 10**

*Attempt this Paper on this Question Sheet only.*

**Q1. Choose the correct answer.**

**(10X1=10)**

- 1. A process of efficiently getting activities completed with and through people.**
  - A. Administration
  - B. Management
  - C. Feasibility
  - D. None of these
- 2. To guide and supervise subordinates is known as**
  - A. Planning
  - B. Leading
  - C. Controlling
  - D. Organizing
- 3. Who is called "Father of Scientific Management"?**
  - A. Adam Smith
  - B. Henry Fayol
  - C. Gilberth
  - D. F.W. Taylor
- 4. The management of systems or processes that creates good and/or provide services is known as:**
  - A. Production management
  - B. Operations management
  - C. Management
  - D. None of these
- 5. Scope of operations includes**
  - A. Capacity planning
  - B. Scheduling
  - C. Society
  - D. a&b
- 6. Second stage in planning and control is**
  - A. Sequencing
  - B. Loading
  - C. Scheduling
  - D. Monitoring and control
- 7. If the output rate is less than optimal level, increasing output rate results in decreasing average unit costs is called:**
  - A. Economies of scale
  - B. Diseconomies of scale
  - C. Planning and control
  - D. None of these
- 8. Efficiency= \_\_\_\_\_**
  - A. Actual output/design capacity X100
  - B. Actual output/effective capacity X100
  - C. Actual output x normal capacity
  - D. All of these
- 9. A man who serves as the leader of work crew in a factory is called**
  - A. Supplier
  - B. Customer
  - C. Forman
  - D. All of these
- 10. \_\_\_\_\_ means the desirable and measureable features present in the product**
  - A. Quality
  - B. Quantity
  - C. Simplification
  - D. Standardization



# UNIVERSITY OF THE PUNJAB

Eighth Semester - 2017

Examination: B.S. 4 Years Programme

Roll No. ....

PAPER: Operation & Production Management  
Course Code: COMM-411

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 between tactical and strategic decisions.
- II. Define personal judgment with an example.
- III. Define scientific management
- IV. Explain Supply Chain Management.
- V. Differentiate between management and administration.
- VI. Define critical risk factors.
- VII. Enlist any 5 merits of standardization.
- VIII. Define Value Addition.
- IX. Write down the core concept of LEAN management.
- X. Write down the difference between management and administration.

## LONG QUESTIONS

Q3. Explain the basic issues involved in design and operation decisions. (10)

Q4. Define plant location and briefly explain factors that affect location decisions. (10)

Q5. Briefly describe the stages for development of a design. (10)



# UNIVERSITY OF THE PUNJAB

Roll No. ....

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

**PAPER: Performance Management**  
**Course Code: COMM-412**

**TIME ALLOWED: 30 mins.**  
**MAX. MARKS: 10**

*Attempt this Paper on this Question Sheet only.*

Choose the correct answer.

(10X1=10)

- 1. In limiting factor analysis the product with the \_\_\_\_\_ contribution will be produced on priority basis?**
  - A. Lowest
  - B. Highest
  - C. Average
  - D. All of the above
- 2. If the sale price and variable cost per unit both increase by 20% and fixed cost does not change, the effect on the contribution margin per unit and the contribution margin ratio is that**
  - A. The contribution margin per unit and the contribution margin ratio both remain unchanged
  - B. The contribution margin per unit and the contribution margin ratio both increase
  - C. The contribution margin per unit increases and the contribution margin ratio remain unchanged
  - D. The contribution margin per unit remain same and the contribution margin ratio will increase
- 3. Which of the following definition best describe a cost driver**
  - A. Any activity which causes an increase in costs
  - B. A collection of costs associated with a particular activity
  - C. A cost that varies with production level
  - D. Any factor which causes a change in the cost of an activity
- 4. The corrective actions after the analysis of variances has to be taken by**
  - A. Cost Accountant
  - B. Management
  - C. Both A & B
  - D. None of the Above

**P.T.O.**



**5. Which one of the following is not the example of limiting factor**

- A. Sales demand
- B. Materials
- C. Machine Hours
- D. Profit

**6. A purpose of standard costing is to**

- A. Determine breakeven production level
- B. Control cost
- C. Eliminate need for subjective decisions by management
- D. Allocate cost more accurately

**7. The material price variance is the difference between**

- A. Actual cost of material and Standard cost of material
- B. Actual quantity and standard quantity
- C. Total cost and material cost
- D. None of these

**8. The formula for calculating the target gap is**

- A. Target selling price-Desire profit
- B. Desire profit/selling price
- C. Estimated cost x Desire profit
- D. Estimated cost-Target costing

**9. If selling price is \$5000, contribution margin per unit is \$1000, then contribution margin percentage will be**

- A. 12%
- B. 20%
- C. 5%
- D. 15%

**10. The formula of breakeven point is**

- A. Fixed cost +Target profit/sale price
- B. Fixed cost/sales price-variable cost
- C. Sales-variable cost/fixed cost
- D. Variable cost +fixed cost/sales price +variable cost



# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

**PAPER: Performance Management**  
**Course Code: COMM-412**

**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. Define Activity Based Costing and steps involve in this process?
- II. Define throughput Accounting?
- III. Write down the method to close target gap?
- IV. Define cost volume profit analysis?
- V. What is meant by feasible region in linear programming?
- VI. Write down objectives of budgetary systems?
- VII. Define zero based budgeting?
- VIII. List down the benefits of life cycle costing?
- IX. Define Product life cycle costing and its phases?
- X. Advantages and disadvantages of JIT?

## LONG QUESTIONS

**(15x2)**

**Q3.** XYZ Ltd. is a business which provides a range of building services to the public. Recently they have been asked to quote for Garage conversions (GC) and Extensions to properties (EX) and have found that they are winning fewer GC contracts than expected.

The business has a policy to price all jobs at budgeted total cost plus 50%. Overheads are currently absorbed on a labour hour basis, resulting in a budgeted total cost of \$11,000 for each GC and \$20,500 for each EX. Consequently, the products are priced at \$16,500 and \$30,750 respectively.

The company is considering moving to an activity based cost approach. You are provided with the following data:

<b>Overhead Category</b>	<b>Annual overheads</b>	<b>Activity driver</b>	<b>Total number of activities \$ per year</b>
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**P.T.O.**

Supervisors	90,000	Site visits	500
Planners	70,000	Planning documents	250
Property related	240,000	Labour hours	40,000
	<hr/>		
	Total 400,000		
	<hr/>		

A typical GC costs \$3,500 in materials and takes 300 labour hours to complete. A GC requires only one site visit by a supervisor and needs only one planning document to be raised. The typical EX costs \$8,000 in materials and takes 500 hours to complete. An EX requires six site visits and five planning documents. In all cases, labour is paid \$15 per hour.

**Required:**

- a) Calculate the cost and the quoted price of a GC and EX using labour hours to absorb the overheads.
- b) Calculate the cost and the quoted price of a GC and EX using Activity based costing (ABC) to absorb the overheads.

**Q4.** Actual and budgeted data of Roseman distributing company for December 31st, 2016 are

	Product A	Product B	Total
Actual sales	60,000 units @\$1.00	20,000 units @\$2.00	\$100,000
Actual cost of goods sold	60,000 units @ \$1.60	20,000 units @\$1.85	\$85,000
Budgeted sales	50,000 units @\$1.25	35,000 units @\$2.50	\$150,000
Budgeted cost of goods sold	50,000 units @\$1.00	35,000 units @\$2.00	\$120,000

**Required:**

- 1) The computation of following variances:
  - a. Sales price
  - b. Sales volume
  - c. Cost price
  - d. Cost volume
- 2) The sales mix and final sales volume variances. (Round off computations up to three decimal places)



# UNIVERSITY OF THE PUNJAB

Roll No. ....

Eighth Semester - 2017

Examination: B.S. 4 Years Programme

PAPER: Strategic Management  
Course Code: COMM-413

TIME ALLOWED: 30 mins.  
MAX. MARKS: 10

*Attempt this Paper on this Question Sheet only.*

**Q. 1 ENCIRCLES THE CORRECT ANSWER:**

1. Both military and business organizations do all of the following except:
  - a. Use of the element of surprise
  - b. Aim "to gain competitive advantage"
  - c. Use the assumption of conflict to develop strategies
  - d. Use their own strengths to exploit competitors' weaknesses
2. \_\_\_\_\_ help an organization gather, analyze, and organize information.
  - a. Ethics officers
  - b. Operatives
  - c. Lobbyists
  - d. Strategists
3. \_\_\_\_\_ are especially critical for successful strategy implementation.
  - a. Interpersonal skills
  - b. Technical plans
  - c. Long-range plans
  - d. Short-range plans
4. Various job titles of a strategist may include all of the following EXCEPT:
  - a. Owner
  - b. Foreman
  - c. Chancellor
  - d. Chief executive officer
5. Long-term objectives includes all of the following EXCEPT:
  - a. Measurable
  - b. Reasonable
  - c. Varying
  - d. Consistent
6. A mission statement should "reconcile interests among diverse stakeholders". What does it mean?
  - a. All shareholders must be satisfied
  - b. Shareholders should be given preference over customers
  - c. Firm will devote attention to meeting claims of various stakeholders
  - d. Firm will devote its attention towards the maximization of shareholders value
7. Which component of a mission statement addresses the basic beliefs, values, aspirations, and ethical priorities of the firm?
  - a. Technology
  - b. Philosophy
  - c. Customers
  - d. Self-concept
8. Assigning rating '2' to an internal factor in IFE matrix indicates what?
  - a. Major weakness
  - b. Minor weakness
  - c. Minor strength
  - d. Major strength
9. Which of these is true about strategy implementation?
  - a. It is positioning forces before the action
  - b. It is primarily an operational process
  - c. It focuses on effectiveness
  - d. It requires intuitive rather than leadership skills
10. \_\_\_\_\_ and \_\_\_\_\_ rank as marketing's most important contributions to strategic management.
  - a. Market penetration; market segmentation
  - b. Product diversification; market penetration
  - c. Market segmentation; product positioning
  - d. Product positioning; product diversification



# UNIVERSITY OF THE PUNJAB

Eighth Semester - 2017

Examination: B.S. 4 Years Programme

Roll No. ....

PAPER: Strategic Management  
Course Code: COMM-413

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

*Attempt this Paper on Separate Answer Sheet provided.*

Answer all the questions.

(10×2=20)

Q. 2 Give Short answers of the following questions:

1. What are the factors of Internal Assessment?
2. What is Value Chain Approach to Strategy?
3. What is CQA?
4. What are Functional Strategies?
5. Give any two examples of Unrelated Diversification.
6. Distinguish between Merger and Acquisition.
7. What is Horizontal Integration?
8. What is SWOT analysis?
9. Explain the concept of Core Competency.
10. Explain EFE Matrix?

Q.3 Define Strategic Management. What are its different stages?

(10)

Q.4 Write a note on external factor evaluation matrix.

(10)

Q.5 What is strategic management case? Explain the process of strategic case analysis.

(10)



*Attempt this Paper on this Question Sheet only.*

- Q.1 Choose the correct answers from the following MCQ's questions. (10 Marks)
- 1) The securities held by an investor taken as a unit:
    - a. Stocks
    - b. Bonds
    - c. portfolio
    - d. None of the above
  - 2) Day traders are also called \_\_\_\_\_:
    - a. Investors
    - b. Speculators
    - c. Brokers
    - d. None of the above
  - 3) Pieces of paper evidencing a claim on some issuer:
    - a. Real asset
    - b. Working capital
    - c. Financial asset
    - d. None of the above
  - 4) That part of a security's return above the risk-free rate of return is:
    - a. Return relative
    - b. Risk premium
    - c. Capital gain
    - d. Risk free return
  - 5) The sale of a stock not owned by the investor in order to take advantage of an expected decline in the price of the stock is:
    - a. Margin trading
    - b. Mediation
    - c. Short selling
    - d. None of the above
  - 6) A breach of fiduciary duty while in possession of material, non-public information about a security is:
    - a. Insider trading
    - b. Arbitration
    - c. Securities and exchange commission
    - d. None of the above
  - 7) Financial intermediaries that hold a portfolio of securities on behalf of their shareholders are:
    - a. Initial public offering
    - b. Investment companies
    - c. Mutual funds
    - d. Both b and c
  - 8) A right to buy stated number of shares of a security at a stated price within a specified time is:
    - a. Call option
    - b. Put option
    - c. Stock warrant
    - d. None of the above
  - 9) The ratio which is calculated by dividing market price with earnings per share is known as:
    - a. P/e ratio
    - b. Break-up value per share
    - c. Dividend yield
    - d. None of the above
  - 10) To estimate the intrinsic value of a stock, which is a function of its expected return and risk is:
    - a. Technical analysis
    - b. Fundamental analysis
    - c. Economy analysis
    - d. None of the above



# UNIVERSITY OF THE PUNJAB

Eighth Semester - 2017

Examination: B.S. 4 Years Programme

Roll No. ....

PAPER: Investment Analysis & Management (Finance Specialization)  
Course Code: COMM-414

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

*Attempt this Paper on Separate Answer Sheet provided.*

Q2. Give short answers. (10X2=20)

1. Define DRIPs.
2. Differentiate between systematic and nonsystematic risk.
3. Initial public offering vs private placement.
4. Face value of treasury bills is \$25000, purchase price is \$23760 & days to maturity are 90. Calculate discount yield and investment yield.
5. What are options and futures, how they are different from each other?
6. The GSK has a portfolio of stocks valued on a given day at \$50000000. Its liabilities are \$2000000, and shareholders of this fund own 2 Million shares. Calculate NAV.
7. What is the relationship among nominal return and real return, how they are different?
8. Define wrap account.
9. Define stock warrants.
10. Technical analysis

LONG QUESTIONS

(10X3=30)

- Q.3 Define brokerage firm. Discuss various types of brokers and brokerage accounts.
- Q.4 What are the fixed income securities? Define bonds; discuss its various types.
- Q.5. Mark purchased 2000 shares of KENWOOD at \$100 a share, a total cost of \$200000 with an initial margin requirements of 50%, \$100000 cash is deposited into the account and \$100,000 is borrowed from the broker at a rate of 10%. The maintenance margin is 30%. The price of the stock subsequently drops to \$76.
- a) What is the actual margin at \$76?
  - b) If the price declines to \$74, is there a margin call?
  - c) Assume that the price declines to \$70. What is the amount of the margin call?



*Attempt this Paper on this Question Sheet only.*

Q1: Choose the correct answer (1x10=10)

1. The international marketer must deal with
  - a. At least one level of uncontrollable uncertainty
  - b. At least two levels of uncontrollable uncertainty
  - c. At least three levels of uncontrollable uncertainty
  - d. None of the above
2. The task of cultural adjustment is
  - a. The least challenging and important one confronting international markets
  - b. The most challenging and important one confronting international markets
  - c. The least challenging and important one confronting foreign investor
  - d. The most challenging and important one confronting foreign investor
3. Trade barriers are imposed
  - a. Against imports and against foreign businesses
  - b. Against exports and against domestic businesses
  - c. Against imports only
  - d. Against exports only
4. The social institutions that most strongly influence values and cultures are
  - a. Schools and churches
  - b. Families
  - c. Media
  - d. All of the above
5. The basis of shariah (Islamic Law) is
  - a. Interpretation of the Koran
  - b. Interpretation of the Ahadith
  - c. Interpretation of the Koran and Ahadith
  - d. None of the Above
6. Much of the secondary data on American marketer is accustomed to having about the U.S. markets is
  - a. Just not available for many countries
  - b. Readily available for many countries
  - c. Just not available for a few listed countries
  - d. Readily available for a few listed countries
7. The US department of commerce estimates that over 75% of the expected growth in world trade over the next two decades will come from the
  - a. More than 120 developing and newly industrialized countries
  - b. More than 130 developing and newly industrialized countries
  - c. More than 140 developing and newly industrialized countries
  - d. More than 150 developing and newly industrialized countries
8. Global competition is placing new emphasis on the importance of the
  - a. Quality of the products
  - b. Competitive prices of the products
  - c. Innovative products
  - d. All of the above
9. The 'support services' component includes
  - a. Repair and maintenance
  - b. Instructions, installations, warranties
  - c. Deliveries and availability of spare parts
  - d. All of the above
10. B2B enables companies to cut costs in
  - a. Two ways
  - b. Three ways
  - c. Four ways
  - d. Five ways





# UNIVERSITY OF THE PUNJAB

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

Roll No. ....

**PAPER: International Marketing (Marketing Specialization) TIME ALLOWED: 2 hrs. & 30 mins.**  
**Course Code: COMM-415 MAX. MARKS: 50**

*Attempt this Paper on Separate Answer Sheet provided.*

**Q2: Give short answers (10x2=20)**

1. Briefly explain the chief disadvantages of an expatriate sales force.
2. Describe the generalized 'distribution process' occurring in every market of all the countries in the world.
3. Big emerging markets share a number of important traits. State any four of these.
4. How do you define a 'global brand' in international markets?
5. Describe the term 'strategic international alliances' in the field of marketing.
6. How will you define the term conciliation in international dispute resolution?
7. Briefly explain the concept of Bottom-of-the-Pyramid Markets.
8. What do you mean by global brands?
9. What are the complementary markets?
10. Briefly explain the term 'Parallel Imports'

**Q3: Give answers of the following questions (3x10=30)**

1. What is the importance of cultural empathy to foreign marketers? How do they acquire cultural empathy?
2. Differentiate between a free trade area and a common market. Explain the marketing implications of the differences.
3. Review the key variables that affect the marketer's choice of distribution channels.