



Attempt this Paper on this Question Sheet only.

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

1. Election of the board of directors is done by shareholders;
 - a) Through special resolution
 - b) In annual general meeting
 - c) in special meeting
 - d) in statutory meeting
2. Among different managerial styles, which of the following allows most rapid decision making?
 - a) Autocratic
 - b) Democratic
 - c) free reign
 - d) None of these;
3. _____ includes the rules and regulations necessary to manage the internal affairs of the company.
 - a) Memorandum of Association
 - b) Articles of association
 - c) Prospectus
 - d) All of above
4. A set of marketing tools-product, price, place and promotion is known as
 - a) Marketing Mix
 - b) Market segmentation
 - c) Both A&B
 - d) None of above
5. Motorcycle and car are different products, but both fulfill the need for transport is an example of;
 - a) Brand competition
 - b) substitute product competition
 - c) market competition
 - d) None of the above
6. Portion of the undistributed profit transferred to which of the following?
 - a) General reserves
 - b) Retained earnings
 - c) appropriation account
 - d) all of the above
7. A joint stock company may be wound up voluntarily in which of the following ways;
 - a) Fails to submit statutory report
 - b) Fails to start business within one year of incorporation
 - c) expiry of period
 - d) all of Above
8. A certificate of ownership of a business is a;
 - a) Bond
 - b) Mutual fund
 - c) contract
 - d) stock
9. Products purchased by companies to produce other products;
 - a) Consumer goods
 - b) Industrial goods
 - c) service
 - d) inventory
10. Which of the following is a disadvantage of partnership?
 - a) Distribution of work
 - b) Sufficient capital
 - c) profit sharing
 - d) limited liability



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UNIVERSITY OF THE PUNJAB

First Semester 2018
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Introduction to Business
Course Code: BBA-101

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

Attempt this Paper on Separate Answer Sheet provided.

Q2. Give short answers.

(10X2=20)

1. Name the various divisions of business.
2. Name the ten qualities of successful businessman.
3. Define amalgamation.
4. List seven disadvantages of sole proprietorship.
5. Explain briefly the rights of minor partner?
6. Explain unlimited liability.
7. How can the name of firm be chosen?
8. Define briefly any two types of business combinations?
9. Define separation of ownership from management.
10. Give a list of advantages and disadvantages of a company.

Q3. Give answers of the following questions.

(3X10=30)

1. Explain different kind of companies on the basis of liability and incorporation.
2. Define cooperative society. What are its characteristics and principles? Distinguish briefly between a company and cooperative society.
3. Mention the four ways by which a person can become member of a company. When and how can a company be wound up voluntarily? Explain!



UNIVERSITY OF THE PUNJAB

Second Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Principles of Management

TIME ALLOWED: 2 Hrs. & 45 Mints.

Course Code: BBA-102/ GEN-12130 Part – II

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q2. Give short answers.

(10x2=20)

- I. Define **Balanced Scorecard**.
- II. Define **Concurrent Control**.
- III. What does **Equity Theory** propose?
- IV. Differentiate between a **Leader's Credibility and Trust**.
- V. Define **Grapevine**.
- VI. What is meant by **Departmentalization**?
- VII. Define **Strategic Management**.
- VIII. Define **Environmental Uncertainty**.
- IX. Define **Human Resource Planning**.
- X. Define **Social Responsibility**.

Q3. Briefly write on Fayol's 14 principles of management.

(10)

Q4. Write a note on the decision-making process.

(10)

Q5. Write a note on McGregor's Theory X and Theory Y.

(10)



UNIVERSITY OF THE PUNJAB

Second Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Principles of Management

TIME ALLOWED: 15 Mints.

Course Code: BBA-102/ GEN-12130 Part – I (Compulsory) MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCQ carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

Q1. Encircle the most appropriate option.

(10x1=10)

1. _____ is a statement of the purpose of an organization.

- A. mission
- B. vision
- C. goal
- D. strategy

2. The control mechanism in decision making is:

- A. in the selection of alternatives
- B. in the implementation stage
- C. when you evaluate decision's effectiveness
- D. when you identify the problem

3. An approach to setting goals in which goals are set at the top level of the organization and then broken into sub-goals for each level of the organization, is called:

- A. MBO approach
- B. traditional goal setting
- C. means-ends chain
- D. none of the above

4. _____ is a strategy for situations in which organization's performance problems are more serious.

- A. renewal strategy
- B. retrenchment strategy
- C. turnaround strategy
- D. stability strategy

5. The number of employees a manager can effectively and efficiently manage is called:

- A. unity of command
- B. span of management
- C. chain of command
- D. span of control

(P.T.O.)

6. "Doing things right" describes:

- A. efficiency
- B. leadership
- C. effectiveness
- D. planning

7. The field of study concerned with the actions of people at work, is called:

- A. management
- B. organization
- C. organizational Behavior
- D. entrepreneurship

8. All organizations share following three characteristics:

- A. distinct purpose, goal attainment and profit maximization
- B. distinct purpose, leadership and profit maximization
- C. distinct purpose, people and deliberate structure
- D. structure, goal attainment and profit maximization

9. PERT stands for:

- A. program evaluation and reverse technique
- B. plan evaluation and recall technique
- C. program evaluation and reengineering test
- D. program evaluation and review technique

10. A statement of the minimum qualifications that a person must possess to perform a given job successfully is called:

- A. job description
- B. job analysis
- C. job specification
- D. none of the above



UNIVERSITY OF THE PUNJAB

Second Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Financial Accounting (Basic)

TIME ALLOWED: 2 Hrs. & 45 Mints.

Course Code: BBA-103 / BUS-12347 Part – II

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

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

(10x2=20)

1. Define Amortization.
2. Define Dual Aspect Concept.
3. Differentiate between a Prepaid Expense and an Outstanding Expense.
4. Define Fixed Assets.
5. Differentiate between Capital and Drawings.
6. What is Income Statement?
7. What is meant by Current Ratio?
8. What is a Compound Entry?
9. What is a Work Sheet?
10. Define Financial Accounting.

(20)

Q. No. 3: MFY had the following account balances at December 31, listed in tabular form:

Assets				=	Liabilities + Owner's Equity		
Cash	+ Land	+ Building	+ Office Equip.	=	Notes Payable	+ Accounts Payable	+ Capital
Balances \$37,000	\$95,000	\$125,000	\$51,250	=	\$80,000	\$28,250	\$200,000

Early in January, the following transactions were carried out by MFY:

1. The owner deposited \$25,000 of personal funds into the business's bank account.
2. Purchased land and a small office building for a total price of \$90,000, of which \$35,000 was the value of the land and \$55,000 was the value of the building. Paid \$22,500 in cash and signed a note payable for the remaining amount.
3. Bought several computer systems on credit for \$8,500.
4. Obtained a loan from bank in the amount of \$10,000. Signed a note payable.
5. Paid the \$28,250 account payable owed as of December 31.

Instructions:

- a. List the December 31 balances of assets, liabilities, and owner's equity in tabular form shown.
- b. Record the effects of each of the five transactions in the format above. Show the totals for all columns after each transaction.

(10)

(P.T.O.)

Q. No.4: FY is an airline providing passenger and freight service. The accounts are adjusted and closed each month. At June 30, the following trial balance was prepared:

**FY Airline
Adjusted Trial Balance
June 30, 2018**

Cash	\$ 23,600	
Accounts receivable	11,800	
Prepaid rent	4,800	
Unexpired insurance	18,900	
Aircraft	1,200,000	
Accumulated depreciation: Aircraft		\$ 390,000
Notes payable		600,000
Capital.....		230,850
Drawings	7,000	
Salaries payable.....		3,300
Interest payable.....		5,000
Unearned Passenger Revenue		21,350
Freight revenue.....		135,550
Fuel expense	53,800	
Salaries expense	70,000	
Maintenance expense	12,900	
Depreciation expense: Aircraft	10,000	
Passenger revenue		38,650
Interest expense	5,000	
Rent expense	4,800	
Insurance expense	2,100	
	<u>\$1,424,700</u>	<u>\$1,424,700</u>

Instructions:

- a. Prepare an income statement for the month, a statement of owner's equity for the month, and a balance sheet at June 30, 2018.
- b. Prepare the necessary closing entries at June 30, 2018.
- c. Prepare an after-closing trial balance dated June 30, 2018. (10)

Q. No. 5: Shown below are selected financial data for two companies at the end of the current year:

	Goodyear	Goodrich
Total current assets	\$3,841,600	\$950,000
Total current liabilities	2,736,300	600,700
Total quick assets	1,883,300	459,300
Average total assets	9,789,600	2,489,600
Average stockholders' equity	3,281,700	1,000,800
Operating income	1,135,400	242,900
Net income	611,000	118,000

Instructions:

For each of the two companies, compute the following (round computations to one decimal place):

1. Current ratio
2. Quick ratio
3. Working capital
4. Return on average total assets
5. Return on average total stockholders' equity (10)



UNIVERSITY OF THE PUNJAB

Second Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Financial Accounting (Basic)

TIME ALLOWED: 15 Mints.

Course Code: BBA-103 / BUS-12347 Part – I (Compulsory)

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCO carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

Q. No. 1: Encircle the correct option.

(1x10=10)

1. According to which of the following concepts, revenues should be recognized at the time when goods or services are received?
 - a) Dual Aspect Concept
 - b) Matching Concept
 - c) Realization Concept
 - d) Going Concern Concept

2. Which of the following statements is prepared to determine financial position of the business?
 - a) Income Statement
 - b) Cash Flow Statement
 - c) Balance Sheet
 - d) Statement of Retained Earnings

3. Which of the following aims at providing information to the internal stakeholders?
 - a) Auditing
 - b) Economics
 - c) Financial Accounting
 - d) Management Accounting

4. Liquidity improves when average creditors payment period _____:
 - a) Remains unchanged
 - b) Increases
 - c) Decreases
 - d) None of the above

5. External users of accounting information include all except:
 - a) Banks
 - b) Insurance companies
 - c) Creditors
 - d) Departmental managers

(P.T.O.)

6. Under which method, cost of oldest units is charged first to sold units?
- a) Average-cost method
 - b) First-in, First-out method
 - c) Last-in, First-out method
 - d) Specific identification method
7. Cash, Debtors, and Inventory are examples of:
- a) Natural resources
 - b) Intangible assets
 - c) Tangible fixed assets
 - d) Current assets
8. Owner's Equity = \$300,000 Liabilities = \$200,000 Assets =?
- a) \$600,000
 - b) \$100,000
 - c) \$500,000
 - d) \$200,000
9. _____ are the cash effects of purchasing and selling assets.
- a) Cash flows from operating activities
 - b) Cash flows from investing activities
 - c) Cash flows from financing activities
 - d) Cash flows from social activities
10. Outstanding expense is an example of:
- a) Liability
 - b) Expense
 - c) Revenue
 - d) Asset



UNIVERSITY OF THE PUNJAB

Second Semester - 2018
Examination: B.S. 4 Years

Roll No.

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

TIME ALLOWED: 2 Hrs. & 45 Min.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q.2. Write short Answers:

(10x2=20)

- i. Difference between sensation and perception?
- ii. What is school of thought, give name of three schools of thoughts in field of psychology?
- iii. What is creative thinking?
- iv. Briefly describe case study method?
- v. Define and explain persuasion?
- vi. Define the concept of different level of consciousness in Freud's Psychotherapy?
- vii. List down the physical change happen in emotional states?
- viii. What is persuasion? How it changes the behavior of other person?
- ix. Briefly describe the bipolar mood disorder?
- x. Briefly describe experimental method?

Q.3. Write Long Questions:

(3x10=30)

- i. Describe the psycho sexual stages of development in Freudian theory?
- ii. Describe the concept of learning. Explain any two types/methods of learning?
- iii. Define the concept of frustration and explain the different reactions of frustration?



UNIVERSITY OF THE PUNJAB

Second Semester - 2018
Examination: B.S. 4 Years

Roll No.

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

TIME ALLOWED: 15 Min.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCQ carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

Q.1. (10x1=10)

- i. Where motivations are internal stimuli, emotions are _____.
a) Actions b) Reactions c) None of above
- ii. Conditioning is an important method of _____.
a) Perception b) Learning c) Motivation
- iii. In Maslow's Hierarchy of needs, high order needs are at the _____ of the pyramid.
a) Bottom b) Top c) Middle
- iv. An _____ involves physiological arousal, expressive behaviour and conscious experience.
a) Emotion b) Mood c) Effect
- v. "Collective unconscious" is the concept given by _____.
a) Freud b) Jung c) Maslow
- vi. A _____ is an in-depth study of single person.
a) Case study b) Survey c) Naturalistic observation
- vii. Sensory System and motor system are sub system of _____.
a) CNS b) Peripheral nervous system
c) Brain
- viii. _____ school of thought rejects mind and consciousness completely.
a) Functionalism b) Behaviorism c) Gestalt
- ix. A non specific response of the body to any demand made on it is:
a) Stress b) Anxiety c) Depression
- x. Sensation + Meaning =
a) Thinking b) Emotion c) Perception



UNIVERSITY OF THE PUNJAB

Third Semester 2018
Examination: B.S. 4 Years Programme

Roll No.

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

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

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

Q2. Give short answers.

(10x2 = 20)

1. State elements of psychological buying behavior?
2. State difference between consumer and industrial products?
3. Explain the concept of psychographic segmentation?
4. What is difference between Marketing Information System and Marketing Research?
5. What are disadvantages advantages of wholesaler as middleman?
6. Briefly state options available for developing advertising budget?
7. What cultural factors influence consumer behavior?
8. Briefly explain marketing strategies used in decline stage of product life cycle?
9. State difference between price skimming and price penetration strategies?
10. Explain the importance of retailer in marketing?

Q3. Long Questions

(3X10 = 30)

- Q.1 Discuss various options available with respect to price adjustment pricing strategies?
- Q.2 State the elements macro environment. How these elements affect marketing decisions?
- Q.3 Explain the elements of promotion mix.



UNIVERSITY OF THE PUNJAB

Roll No.

Third Semester 2018
Examination: B.S. 4 Years Programme

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

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

Q1. Choose the correct answer

(1X10=10)

1. Any paid form of non-personal communication from identified sponsor is called.
 - A. Advertising
 - B. Direct Marketing
 - C. Public Relations
 - D. Personal Selling
2. It is an evolution stage of marketing where companies embrace the concept directing toward the twin goals of customer orientation and profitable sales volume:
 - A. Production Orientation Stage
 - B. Sales Orientation Stage
 - C. Societal Orientation Stage
 - D. Marketing Orientation Stage
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. Trade Promotion Tools include all the following except.
 - A. Contests
 - B. Trade Shows
 - C. exhibits
 - D. Sampling
7. In domestic environment uncontrollable elements include except.
 - A. Competitive Structure
 - B. Legal Forces
 - C. Economic Climate
 - D. Promotion

P.T.O.

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

Third Semester 2018
Examination: B.S. 4 Years Programme

Roll No.

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

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

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

Short Questions (4x 5 = 20 Marks)

1. What is the difference between capital market and money market? What are the primary securities traded in each of these markets?
2. Describe the objectives and procedures used in leveraged buyouts (LBOs) and divestitures.
3. What is financial leverage? What causes it? How is the degree of financial leverage (DFL) measured?
4. What are the five steps involved in the capital budgeting process?
5. What is the difference between firm's operating cycle and the cash conversion cycle?

Brief Questions (10x 3 = 30 Marks)

- a. Mr. Zahid is planning ahead for his son's education. He's eight now and will start college in 10 years. How much will he have to set aside at the end of each year to have Rs. 650,000 in 10 years if the annual interest rate is 6%? **Marks 3**
- b. You will receive Rs. 500,000 when you retire, twenty years from today. If inflation averages 3% per year for the next twenty years, how much would that amount be worth measured in today's rupees? **Marks 3**
- c. Zaki Systems has an issue of Rs. 1000 par-value bonds with 14% coupon rate outstanding. The issue pays interest annually and has 12 years remaining to its maturity date. If bonds of similar risk are currently earning an 11% rate of return, how much will the Zaki Systems bond sell for today? If the required rate of return were at 14% instead of 11%, what would be the current value of the Zaki Systems bond? Compare and contrast the two findings. **Marks 4**

P.T.O.

2. Skynet Corporation is interested in measuring its overall cost of capital. Current investigation has gathered the following data. The firm is in 40 percent tax bracket.

Debt: The firm can raise an unlimited amount of debt by selling Rs. 1,000 par value, 8 percent coupon rate, 20-years bonds on which annual interest payments will be made. To sell the issue, an average discount of Rs. 30 per bond must be given. The firm also pays floatation costs of Rs. 20 per bond.

Preferred Stock: The firm can sell 8 percent (annual dividend) preferred stock at its Rs. 95-per share par value. The floatation costs are expected to be Rs. 6 per share. An unlimited amount of preferred stock can be sold under these terms.

Common Stock: The firm's common stock has a par value of Rs. 90 per share. The firm expects to pay cash dividend of Rs. 7 per share next year. The firm's dividends have been growing at an annual rate of 6 percent and this rate is expected to continue in future. The stock will have to be under-priced by Rs. 8 per share and floatation costs are expected to be Rs. 6 per share. An unlimited amount of common stock can be sold under these terms.

Source of Capital	Weight
Long-term debt	30 %
Preferred Stock	20
Common Stock	50
Total	100 %

- Calculate the specific cost of each source of financing.
- Calculate the weighted average cost of capital (WACC) for the firm based on the above capital structure. **Marks 10**

3. Zain Industries is in the process of choosing the better of two mutually exclusive capital expenditure projects namely M and N. The relevant cash flows for each project are given below. The firm's cost of capital is 14 percent.

	Project M	Project N
Initial investment	Rs. 28,500	Rs. 27,000
Year	Cash inflows	Cash inflows
1	Rs. 10,000	Rs. 11,000
2	Rs. 10,000	Rs. 10,000
3	Rs. 10,000	Rs. 9,000
4	Rs. 10,000	Rs. 8,000

- Calculate each project's Payback Period.
- Calculate the Net Present Value (NPV) for each project.
- Based on above calculations, which project would you recommend? **Marks 10**



UNIVERSITY OF THE PUNJAB

Roll No.

Third Semester 2018
Examination: B.S. 4 Years Programme

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

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

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

1. The long-run objective of financial management is to
 - a. Maximize earnings per share.
 - b. Maximize the value of the firm's common stock
 - c. Maximize return on investment
 - d. Maximize market share.

2. The decision function of financial management can be broken down into the decisions.
 - a. Financing and investment
 - b. Investment, financing, and asset management
 - c. Financing and dividend
 - d. Capital budgeting, cash management, and credit management

3. A project should be accepted
 - a. If its IRR is greater than the cost of capital
 - b. If its IRR is greater than 0 percent
 - c. If its IRR is greater than Rs.0
 - d. If its IRR is equal to zero

4. A firm is evaluating an investment proposal which has an initial investment of Rs.5,000 and cash flows presently valued at Rs.4,000. The net present value of the investment is
 - a. -Rs.1,000
 - b. Rs.0
 - c. Rs.1,000
 - d. Rs.1.25

P.T.O.

5. Which of the following best describes liquidation value?
- The price a security "ought to have" based on all factors bearing on valuation.
 - The amount a firm could be sold for as a continuing operating business.
 - The amount of money that could be realized if an asset or a group of assets is sold separately from its operating organization.
 - The market price at which an asset trades
6. Which of the following capital budgeting techniques ignores the time value of money?
- Payback.
 - Net present value.
 - Internal rate of return
 - None of the above
7. What is the market value of a Rs.1,000 face-value bond with a 10 percent coupon rate when the market's rate of return is 9 percent?
- More than its face value
 - Less than its face value
 - Rs.1000.
 - None of above
8. A firm's operating cycle is equal to its inventory turnover in days (ITD)
- Plus its receivable turnover in days (RTD).
 - Minus its RTD
 - Plus its RTD minus its payable turnover in days (PTD).
 - Minus its RTD minus its PTD
9. In 3 years you are to receive Rs.5,000. If the interest rate were to suddenly increase, the present value of that future amount to you would
- Rise
 - Fall
 - Remain unchanged
 - Cannot be determined without more information
10. According to the capital-asset pricing model (CAPM), a security's expected (required) return is equal to the risk-free rate plus a premium
- equal to the security's beta
 - based on the unsystematic risk of the security.
 - based on the total risk of the security.
 - based on the systematic risk of the security.



UNIVERSITY OF THE PUNJAB

Third Semester 2018
Examination: B.S. 4 Years Programme

Roll No.

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

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

Attempt this Paper on Separate Answer Sheet provided.

Section II: Subjective

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

Marks: (5x4=20)

1. Define RDBMS
2. What are Entity Integrity Rules and Referential Integrity Rules?
3. What are data backup techniques?
4. What is Entity and its types?
5. What is the concept of relationships among entities?

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

Marks: (10x3=30)

1. What are transactions processing? Explain ACID properties of transaction.
2. What is Normalization, explain with example?
3. Draw the E-R diagram for an Inventory Control System for HKB.



UNIVERSITY OF THE PUNJAB

Roll No.

Third Semester 2018
Examination: B.S. 4 Years Programme

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

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Section I: Objective

Q1. Chose at least one correct answer

Marks: 10

1. You can delete a row using SQL in database with which of the following?
remove b) delete c) del d) Make
2. A relational database consists of a collection of
a) Tables b) Fields c) Records d) All of above
3. A _____ in a table represents a relationship among a set of values.
a) Column b) Key c) Row d) Entry
4. The term field refers to a _____ of a table.
a) Record b) Column c) Tuple d) Key
5. Which one of the following is used to define the structure of the relation ,deleting relations and relating schemas ?
a) DML(Data Manipulation Language)
b) DDL(Data Definition Language)
c) Query
d) Relational Schema
6. Create table student (name varchar ,id integer) What type of statement is this ?
a) DML b) DDL c) View d) Integrity constraint
7. Insert into instructor values (10211, 'Smith', 'Biology', 66000); What type of statement is this ?
a) Query b) DML c) Relational d) DDL
8. Logical Entity is a _____
a) Object of relation
b) Present working model
c) Thing in real world
d) Model of relation
9. Using which language can a user request information from a database ?
a) Query b) Relational c) Structural d) Compiler
10. Student(ID, name, dept name, tot_cred) In this query which attribute form the primary key?
a) Name b) Dept c) Tot_cred d) ID



UNIVERSITY OF THE PUNJAB

Fourth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Financial Accounting (Advanced)

TIME ALLOWED: 15 Mints.

Course Code: BBA-205 / BUS-22352 Part - I (Compulsory)

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCQ carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

Q1. 1. The difference between revenue from sales and the cost of goods sold is called: (10x1=10)

- a. operating profit b. gross profit c. net profit d. none of the above

2. _____ refers to unrecorded decrease in inventory resulting from such factors as breakage, spoilage, employee theft, and shoplifting.

- a. perpetual inventory b. periodic inventory
c. inventory surplus d. inventory shrinkage

3. The term _____ describes not just cash, but also those assets easily and directly convertible into known amounts of cash.

- a. financial assets b. plant assets c. fictitious assets d. tangible assets

4. Accounts receivable turnover ratio is computed by _____.

- a. multiplying annual net credit sales by average accounts receivable
b. dividing annual net credit sales by average accounts receivable
c. multiplying annual net credit purchases by average accounts receivable
d. dividing annual average accounts payable by net credit sales

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

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

6. _____ is an account showing the portion of the receivables estimated to be uncollectible.

- a. aging the accounts receivable b. allowance for doubtful accounts
c. bank reconciliation d. None of the above

7. _____ means allocating the cost of a natural resource to the units removed as the resource is mined, pumped, cut, or otherwise consumed.

- a. depreciation b. amortization
c. capitalization d. depletion

8. _____ are the assets that are used in the operation of a business but that have no physical substance and are non-current.

- a. plant assets b. tangible assets
c. intangible assets d. current assets

9. Under _____, inventory is comprised of the most recent purchases.

- a. FIFO b. LIFO
c. average cost d. none of the above

10. Cash flow from _____ activities are the cash effects of purchasing and selling long-term assets such as plant and equipment.

- a. operating b. investing
c. financing d. none of the above



UNIVERSITY OF THE PUNJAB

Fourth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

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

TIME ALLOWED: 2 Hrs. & 45 Mints.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

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

- I. What is meant by JIT Inventory System?
- II. Define Plant Assets.
- III. Define Stockholders.
- IV. What is Conservatism Concept?
- V. Define Depletion.
- VI. What is meant by Operating Cycle?
- VII. Define Factoring.
- VIII. Define Capital Expenditures.
- IX. Define Net Profit Margin and give its Formula.
- X. Define Inventory Turnover Rate.

Q3. Explorer Scopes sells state-of-the-art telescopes to individuals and organizations interested in studying the solar system. At December 31 last year, the company's inventory amounted to \$120,000. During the first week of January this year, the company made only one purchase and one sale. These transactions were as follows:

Jan. 2 Sold one telescope costing \$37,200 to Central State University for cash, \$62,000.

Jan. 5 Purchased merchandise on account from Lunar Optics, \$80,000. Terms, net 30 days.

Instructions:

- a. Prepare journal entries to record these transactions assuming that Explorer Scopes uses the perpetual inventory system. Use separate entries to record the sales revenue and the cost of goods sold for the sale on January 2.
- b. Compute the balance of the inventory account on January 7.
- c. Prepare journal entries to record the two transactions, assuming that Explorer Scopes uses the periodic inventory system.
- d. Compute the cost of goods sold for the first week of January assuming use of a periodic inventory system. Use your answer to part 'b' as the ending inventory.

(10)

Q4. Public Image, a firm specializing in marketing and publicity services, uses the balance sheet approach to estimate uncollectible accounts expense. At year-end and aging of the accounts receivable produced the following classification:

Not yet due	\$333,000
1-30 days past due	135,000
31-60 days past due	58,500
61-90 days past due	13,500
Over 90 days past due	22,500
	\$562,500

On the basis of past experience, the company estimated the percentages probably uncollectible for the above five age groups to be as follows: Group 1, 1%; Group 2, 3%; Group 3, 10%; Group 4, 20%; Group 5, 50%.

The allowance for doubtful accounts before adjustment at December 31 showed a credit balance of \$8,100.

Instructions:

- a. Compute the estimated amount of uncollectible accounts based on the above classification by age groups.
- b. Prepare the adjusting entry needed to bring the Allowance for Doubtful Accounts to the proper amount.
- c. Show how accounts receivable would appear in the company's balance sheet at December 31.
- d. Assume that on January 10 of the following year, Public Image learned that an accounts receivable that had originated on September 1 in the amount of \$8,550 was worthless because of the bankruptcy of the customer, Cranston Manufacturing. Prepare the journal entry required on January 10 to write off this account.

(10)

- Q5. Internet Consulting Service, Inc., adjusts its accounts every month. The following is the company's year-end unadjusted trial balance dated December 31, 2017. (Bear in mind that adjusting entries already have been made for the first 11 months of 2017, but have not been made for December.)

Internet Consulting Service, Inc.
Unadjusted Trial Balance
December 31, 2017

	<u>Debit</u>	<u>Credit</u>
Cash	\$ 49,100	
Consulting fees receivable	23,400	
Prepaid office rent	6,300	
Prepaid dues and subscriptions.....	300	
Supplies	600	
Equipment	36,000	
Accumulated depreciation: equipment		\$ 10,200
Notes payable		5,000
Income taxes payable		12,000
Unearned consulting fees.....		5,950
Capital stock		30,000
Retained earnings		32,700
Dividends	60,000	
Consulting fees earned		257,180
Salary expense	88,820	
Telephone expense	2,550	
Rent expense	22,000	
Income taxes expense	51,000	
Dues and subscriptions expense	560	
Depreciation expense: equipment	6,600	
Supplies expense	1,600	
Miscellaneous expenses	4,200	
	\$353,030	\$353,030

Other Data:

1. On December 1, the company signed a new rental agreement and paid three months' rent in advance at a rate of \$2,100 per month. This advance payment was debited to the **Prepaid Office Rent** account.
2. Dues and subscriptions expiring during December amounted to \$50.
3. An estimate of supplies on hand was made at December 31; the estimated cost of the unused supplies was \$450.
4. The useful life of the equipment has been estimated at five years (60 months) from date of acquisition.
5. Accrued interest on notes payable amounted to \$100 at year-end. (Set up accounts for **Interest Expense** and for **Interest Payable**.)
6. Consulting services valued at \$2,850 were rendered during December to clients who had made payment in advance.
7. It is the custom of the firm to bill clients only when consulting work is completed, or in the case of prolonged engagements, at monthly intervals. At December 31, consulting services valued at \$11,000 had been rendered to clients but not yet billed. No advance payments had been received from these clients.
8. Salaries earned by employees but not paid as of December 31 amount to \$1,700.
9. Income taxes expense for the year is estimated at \$56,000. Of this amount, \$51,000 has been recognized as expense in prior months, and \$39,000 has been paid to tax authorities. The company plans to pay the \$17,000 remainder of its income tax liability on January 15.

Instructions:

- a. Prepare the necessary adjusting journal entries on December 31, 2017.
- b. Prepare adjusted trial balance on December 31, 2017.
- c. Prepare income statement for the year ended December 31, 2017. (10)



UNIVERSITY OF THE PUNJAB

Fourth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Mercantile Law

Course Code: BBA-206 / BUS-22353 Part – II

TIME ALLOWED: 2 Hrs. & 45 Mints.

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q.2 Short Questions

(2x10=20)

- i. Define offer and acceptance.
- ii. What is consideration?
- iii. Describe contract of guarantee.
- iv. Define contract and write any five essentials?
- v. What do you understand by capacity of the parties?
- vi. Briefly explain the kinds of bailment?
- vii. What are the rights of unpaid seller?
- viii. Define condition and warranty?
- ix. What do you understand by charter party?
- x. What are the duties of a common carrier?

Q.3 Long Questions

(3x10=30)

- i. Define promissory note. What are its essentials?
- ii. What are the kinds of goods?
- iii. Explain performance basis contracts?



UNIVERSITY OF THE PUNJAB

Fourth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Mercantile Law

TIME ALLOWED: 15 Mints.

Course Code: BBA-206 / BUS-22353 Part – I (Compulsory)

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCQ carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

Q.1 MULTIPLE CHOICE QUESTIONS

(1x10=10)

1. A contract to sell property by minor through guardian is
 - a) void
 - b) voidable
 - c) valid
 - d) none of these
2. The carrier holds the goods in transit as
 - a) trustee
 - b) agent
 - c) bailee
 - d) owner
3. An order instrument is payable to
 - a) a named person
 - b) to a bearer
 - c) to both
 - d) to any one
4. Which of the following action requires the unanimous consent of all partners
 - a) appointing new employee
 - b) purchasing office equipment
 - c) admitting new partner
 - d) none of these
5. A holder in due course is
 - a) who finds the instrument
 - b) who steals the instrument
 - c) who is given the instrument
 - d) none of these
6. The appointment of a minor as an agent is
 - a) valid
 - b) void
 - c) voidable
 - d) none of these
7. A void contract is
 - a) an illegal agreement
 - b) partly valid
 - c) ceased to be valid
 - d) valid
8. Bailee is a person who:
 - a) delivers the goods
 - b) receives the goods
 - c) transfers the goods
 - d) owns the goods
9. The maker of the promissory note is liable as:
 - a) principle debtor
 - b) principle creditor
 - c) surety
 - d) none of these
10. How many parties are there in a contract of indemnity:
 - a) 2
 - b) 3
 - c) 4
 - d) 5



UNIVERSITY OF THE PUNJAB

Fourth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Money and Banking

TIME ALLOWED: 15 Mints.

Course Code: BBA-207 / BUS-22354 Part – I (Compulsory)

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCO carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

Question #: 1

(1x10=10)

1. Inflation that result in higher cost of production is called:
 - a) Demand pull inflation
 - b) Profit inflation
 - c) Cost push inflation
 - d) Deficit inflation
2. Stages in trade cycle are:
 - a) Two
 - b) Three
 - c) Four
 - d) Five
3. The secondary functions of a bank includes:
 - a) Acceptance of deposits
 - b) Provision of cash credit
 - c) Discounting of bills of exchange
 - d) None of the above
4. Banks which provide finance against fixed assets like land and building:
 - a) Exchange Bank
 - b) Investment bank
 - c) Savings bank
 - d) Mortgage bank
5. The account from where you can deposit or withdraw money at any time:
 - a) Fixed account
 - b) Saving account
 - c) Profit and loss sharing account
 - d) Current account
6. The person who cannot become customer of bank:
 - a) Married women
 - b) Minor
 - c) Person of unsound mind
 - d) Trustee
7. General relationship between banker and customer:
 - a) Bailor and Bailee
 - b) Principal and agent
 - c) Debtor and creditor
 - d) All of the above
8. Parties involved in letter of credit:
 - a) Three
 - b) Four
 - c) Five
 - d) Six
9. Bank which assists business firms and governmental bodies to raise money through the sale of stocks and bonds is:
 - a) Savings bank
 - b) Central bank
 - c) Commercial bank
 - d) Investment bank
10. Pass book is prepared by:
 - a) Customer
 - b) Bank
 - c) Government
 - d) None of the above



UNIVERSITY OF THE PUNJAB

Fourth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Money and Banking

TIME ALLOWED: 2 Hrs. & 45 Mints.

Course Code: BBA-207 / BUS-22354 Part – II

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Question #: 2 short answers to the following terms: (20 marks)

(2x10=20)

1. Define bank.
2. Define fiat money
3. Define barter trade
4. Differentiate between deflation and stagflation.
5. Enlist the method used by SBP for issuance of currency note.
6. Define Current Account and PLS (profit and loss sharing) account.
7. What is Investment bank
8. What is intrinsic value?
9. List down functions of money
10. What is International Bank for Reconstruction and Development (IBRD)?

Question #: 3 Long Questions (10x3=30 marks)

1. Explain quantity theory of money. Discuss its assumptions and the criticism made by different economists of this theory.
2. Discuss in detail the various types of letter of credit. Also highlights the importance of letter of credit.
3. Define Islamic banking. Discuss the various financing modes of Islamic banking.



UNIVERSITY OF THE PUNJAB

Fourth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Visual Programming Concept

TIME ALLOWED: 15 Mints.

Course Code: BBA-208 / BUS-22350 Part – I (Compulsory)

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCQ carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

Q1. Chose at least one correct answer

Marks: 10

1. Which of the following is an example of Program error
 - A. System Error
 - B. Systex Error
 - C. Logical Error
 - D. DB Error
2. The sub code used in Assembly Language to perform arithmetic operations is called
 - A. Code
 - B. Mnemonics
 - B. Object Code
 - D. Machine Language
3. A set of instructions for computer to follow is called
 - A. Program
 - B. Language
 - B. Machine Code
 - D. Software
4. Debug window is same as _____ window
 - A. System Window
 - B. Properties Window
 - C. Code Window
 - D. Title Bar
5. A _____ is something which value do not change during the execution of program
 - A. Label
 - B. Variable
 - B. Function
 - D. All of the above
6. An array can store _____ Value
 - A. Single
 - B. Multiple
 - B. None
 - D. All of the above
7. NOR is a _____ operator
 - A. System
 - B. Logical
 - B. Relational
 - D. None of the above
8. _____ read and execute the whole program at once
 - A. System
 - B. Program
 - B. Compiler
 - D. Interpreter
9. _____ loop is al called a counter loop
 - A. While
 - B. Until
 - B. GoTO
 - D. For
10. The Logical Structure of IF Statement in VB is
 - A. IF
 - B. IF THEN ELSE
 - B. IF ELSE
 - D. IF THEN ELSE END IF



UNIVERSITY OF THE PUNJAB

Fourth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

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

TIME ALLOWED: 2 Hrs. & 45 Mints.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q2. Give brief answers to the following questions (Short Questions). Marks: (10*2=20)

1. Differentiate between source code and machine code.
2. Differentiate between compiler and interpreter.
3. Explain what is meant by scope of variable
4. What is a user defined function?
5. What is the usage of wild cards in programming?
6. What is the use of loop in programming?
7. What is the difference between if-else and Select Case statement?
8. What is a Label in programming?
9. What are the various types of sub programs?
10. What is the use of arrays in programming?

Q3. Give detail answers to the following questions (Long Questions) Marks: 10x3=30

1. Write a program that takes a number from user as an input in textbox and display weather that number is even number or odd number.
2. What are variables and its types explain?
3. Write a program that accept obtained marks of four subjects of a student in an examination, then calculate the percentage and assign grade to a student. Display marks of each subject, total percentage and grade. Grading criterion is given below

Percentage	Grade
≥ 90	A*
≥ 85	A
≥ 75	B*
≥ 65	B
≥ 55	C
≥ 45	D
< 45	Fail



UNIVERSITY OF THE PUNJAB

Roll No.

Fifth Semester 2018
Examination: B.S. 4 Years Programme

PAPER: Credit Management
Course Code: BBA-301

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE TYPE

1. Credit risk management an important issue in
 - A. Partnership
 - B. Sole proprietorship
 - C. Banking
 - D. None of the above
2. Loan insurance many years ago, and the insurance paradigm will now directly lead us to the first central building block
 - A. Cash risk management
 - B. Credit risk management
 - C. Liquidity risk management
 - D. None of the above
3. To insure the loss potentially arising from the engagement by means of some credit risk management instrument
 - A. Cash derivatives
 - B. Loss derivatives
 - C. Credit derivatives
 - D. None of the above
4. In the bank's credit department a senior analyst has the difficult job to decide if the loan will be given to the
 - A. to the customer
 - B. if the credit request will be rejected
 - C. A and B both
 - D. None of the above
5. Risk premium for every loan and collecting these risk premiums in an internal bank account
 - A. Unexpected loss provision
 - B. Expected loss reserve
 - C. A and B both
 - D. None of the above
6. A capital cushion for covering losses arising from defaulted loans.
 - A. Unexpected loss provision
 - B. Expected loss reserve
 - C. A and B both
 - D. None of the above
7. Ratings describe the
 - A. Credit worthiness of customers
 - B. Cash worthiness of customers
 - C. A and B both
 - D. None of the above
8. The credit analysts have to consider drivers of the firm's economic future:
 - A. Future earnings and Cash flows
 - B. Capital structure
 - C. Liquidity of Assets
 - D. None of the above
9. Credit Information Bureau was established in
 - A. 1990
 - B. 1991
 - C. 1993
 - D. 1994
10. Bailment of goods as security for payment of debt is called
 - A. Mortgage
 - B. Pledge
 - C. Hypothecation
 - D. Both A and B



UNIVERSITY OF THE PUNJAB

Fifth Semester 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Credit Management
Course Code: BBA-301

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

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE TYPE

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

1. What is credit policy?
2. What is third part guarantee?
3. What are the margin requirements?
4. What is collateral?
5. What is commercial credit?
6. What is rating?
7. What is net working capital?
8. What are the attributes of credit worthiness?
9. What is capital budgeting?
10. What is defining default premium?

Q.3 Long Questions: (10*3 = 30 Marks)

- Briefly explain the role and function of a collection policy appraisal in credit management?
- Explain the appraisal of credit proposal and preparation of CLP and also make an assessment by risk factors?
- What is the role of working capital management in credit management? Briefly explain?



Attempt this Paper on this Question Sheet only.

OBJECTIVE TYPE

Q.No.1. Choose the correct answer.

(10x1= 10 Marks)

1. The research done to enhance existing body of knowledge is called
 - a) Basic research
 - b) Reporting research
 - c) Applied research
 - d) Predictive research

2. The degree of exactness or exactitude in scientific research is known as
 - a) Purposiveness
 - b) Rigour
 - c) Objectivity
 - d) Testability

3. The variable of primary interest to the study
 - a) Independent Variable
 - b) Dependent Variable
 - c) Criterion Variable
 - d) Both b and c

4. The studies in which the researcher study the phenomenon at more than one point in time
 - a) Cross sectional study
 - b) Longitudinal study
 - c) Panel study
 - d) Both b and c

5. The artificial study setting is known as
 - a) Artificial study
 - b) Contrived
 - c) Non-contrived
 - d) Both a and b

6. During analysis in SPSS the appropriate scale for "weight" and "speed" is
 - a) Nominal scale
 - b) Ratio scale
 - c) Ordinal scale
 - d) None of these

7. A scale that measures both the direction and intensity of the attributes of a concept
 - a) Staple scale
 - b) Dichotomous scale
 - c) Likert scale
 - d) Constant sum rating scale

8. A subset or subgroup of the population chosen for study
 - a) Subject
 - b) Sample
 - c) Population frame
 - d) Element

9. Which research paradigm is least concerned about generalizing its findings?
 - a) Quantitative research
 - b) Qualitative research
 - c) Mixed research
 - d) None of the above

10. Concurrent validity relates to
 - a) Content validity
 - b) Criterion-related validity
 - c) Construct validity
 - d) Contrast validity



UNIVERSITY OF THE PUNJAB

Fifth Semester 2018
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Business Research Methods
Course Code: BBA-302

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

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE TYPE

Q.No.2. Define the following Terms:

(10x2= 20)

- i. Define intervening variable?
- ii. What is test-retest reliability?
- iii. Define interval scale with the help of an example.
- iv. Differentiate between probability and non-probability sampling.
- v. Explain structured interview.
- vi. What is meant by deductive reasoning?
- vii. Write down two advantages and two disadvantages of internal researcher.
- viii. Explain funneling technique of questioning?
- ix. What is criterion related validity in research?
- x. Differentiate between confidence and precision.

Q.No.3. What is research process? With the help of a diagram, explain the basic steps involved in it.

(10)

Q.No.4. Describe in detail the hallmarks of scientific research.

(10)

Q.No.5. What are the different types of data collection methods in quantitative research? Briefly discuss each method.

(10)



UNIVERSITY OF THE PUNJAB

Roll No.

Fifth Semester 2018
Examination: B.S. 4 Years Programme

PAPER: Company Law
Course Code: BBA-303

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE TYPE

Q.1 MULTIPLE CHOICE QUESTIONS

(1x10=10)

- 1) A Prospectus is not required to be issued by:
 - a) The private company
 - b) The public company
 - c) The unlimited company
 - d) Association for non-profit
- 2) A Prospectus is valid for a period of:
 - a) 30 years
 - b) 40 years
 - c) 50 years
 - d) 60 years
- 3) When shares can be issued after sanction by the commission:
 - a) 30 days
 - b) 40 days
 - c) 50 days
 - d) 60 days
- 4) What is the minimum number of the Directors in a single member company:
 - a) 1
 - b) 2
 - c) 3
 - d) More
- 5) Term of the Chairman of the listed company is:
 - a) 3 years
 - b) 4 years
 - c) 5 years
 - d) 6 years
- 6) Winding up of a company is:
 - a) changing business
 - b) closing business
 - c) promoting business
 - d) none of these
- 7) Share holders are:
 - a) principals
 - b) employee's
 - c) agents
 - d) none of these
- 8) How many statutory meetings are to be held?
 - a) once
 - b) twice
 - c) thrice
 - d) every year
- 9) Can the directors withhold declared dividend?
 - a) yes
 - b) no
 - c) occasionally
 - d) none of these
- 10) The first auditor of a company is appointed by:
 - a) the registrar
 - b) the board of directors
 - c) the employee's
 - d) all of these



UNIVERSITY OF THE PUNJAB

Fifth Semester 2018
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Company Law
Course Code: BBA-303

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

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE TYPE

Q.2 Short Questions

(2x10=20)

- i. Write any five conditions to issue the Shares at discount.
- ii. Write any five contents of statement in lieu of Prospectus.
- iii. Write any five contents of Articles of Association.
- iv. What are the characteristics of Memorandum.
- v. What do you understand by Incorporation of a company.
- vi. Who is liable to pay taxes in Islam
- vii. Briefly describe the negotiable instruments.
- viii. Write any five privileges of a private company.
- ix. What do you understand by company limited by shares.
- x. What is procedure of appointment of first Chief Executive of the company.

Q.3 Long Questions

(3x10=30)

1. What are the powers and functions of SECP?
2. Write any ten contents of the Prospectus?
3. What do you understand by Allotment of shares and rules in this regard?



Attempt this Paper on this Question Sheet only.

Section I: Objective

Q1. Chose at least one correct answer

Marks: 10

1. What is the correct HTML for adding a background color?
A) `<body color="yellow">` C. `<body bgcolor="yellow">`
B) `<background>yellow</background>` D. `<body background="yellow">`
2. The browser uses __ tag to detect javascript.
A) `<js></js>` C. `<script type="text/javascript"></script>`
B) `<scripting></scripting>` d. `<javascript></javascript>`
3. Which tag allows you to add a row in a table?
A) `<td>` and `</td>` C) `<th>` and `</th>`
B) `<cr>` and `</cr>` D) `<tr>` and `</tr>`
4. Which statement is true?
A) All the statements are true C. All XML elements must have a closing tag
B) All XML elements must be lower case D. All XML documents must have a DTD
5. href is an attribute of _____ Tag in HTML.
A) Input C) link
B) Img D) None of These
6. Which tag inserts a line horizontally on your web page?
A) `<hr>` C) `<line direction="horizontal">`
B) `<line>` D) `<tr>`
7. Which of the following attributes of text box control allow to limit the maximum character?
A) size C) maxlength
B) len D) all of these
8. An unordered list in HTML document starts with a
A) `` tag C) `<lu>` tag.
B) `` tag D) None
9. Output of XML document can be viewed in a
A) Word Processor C) Notepad
B) Web browser D) None of the above
10. IP Address has _____ memory.
A) 24 bit C) 48 bit
B) 32 bit D) 28 bit



UNIVERSITY OF THE PUNJAB

Fifth Semester 2018
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Web Engineering
Course Code: BBA-304

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

Attempt this Paper on Separate Answer Sheet provided.

Section II: Subjective

Q2. Give brief answers to the following questions (Short Questions). Marks: (10*2=20)

1. Define DOM and its usage.
2. Differentiate between domain name and domain name system.
3. What is the difference between relative and absolute path? Discuss in detail with examples.
4. Differentiate between Static and Dynamic Website.
5. Differentiate between Elements and Tag with example.
6. Define Meta Tag with example.
7. Define XSLT.
8. Discuss internet as a client/server technology.
9. Describe <Form> Tag.
10. What is hyperlink and what Tag is used for it?

Q3. Give detail answers to the following questions (Long Questions) Marks: 30

1. What are the difference between html 4 and html 5? Write the advantages of HTML5.
2. How many ways can we write CSS to style webpage? Which one is better? Please discuss in detail with example and code.
3. Why client side scripts are important in web development. Also discuss advantages and disadvantages of client-side scripts.
4. Write the HTML code for the following Form?

Please Enter your information

First Name:

Last Name:

Gender: Male Female

Hobbies: Reading Writing Paying



Attempt this Paper on this Question Sheet only.
OBJECTIVE TYPE

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

(10)

- i. A supplement packet of written information for new employees is:
 - a. HRIS
 - b. Training broacher
 - c. Job pamphlet
 - d. Orientation Kit
- ii. The relationship between two parties where one party has right to make and impose decision and other party has to follow them:
 - a. Staff Management
 - b. Line Management
 - c. A & B both
 - d. None of these
- iii. To identify the number of individuals required by determining the ratio b/w outputs and human inputs:
 - a. Expert Assessment
 - b. Trend Analysis
 - c. Ratio Analysis
 - d. Time Series Analysis
- iv. A list of duties and responsibilities to be performed by an individual:
 - a. Job Description
 - b. Job Specification
 - c. De-Jobing
 - d. Job Placement
- v. Continuously and systematically moving an employee from one job place to another:
 - a. Job Enrichment
 - b. Job Enlargement
 - c. Job Rotation
 - d. Job Placement
- vi. Sources of candidates are,
 - a. Internal
 - b. External
 - c. Both a & b
 - d. None of the above
- vii. Types of interviews
 - a. One
 - b. Two
 - c. Three
 - d. Four
- viii. The training program designed to enhance personal skills of an employee:
 - a. Consoling
 - b. Coaching
 - c. Apprenticeship
 - d. Rotation
- ix. Off job training;
 - a. Informal Learning
 - b. Job Rotation
 - c. Seminar
 - d. All of these
- x. All kinds of financial and non-financial benefits offered to an employee in exchange of its services:
 - a. Appraising people
 - b. Compensating people
 - c. A & B both
 - d. None of these



UNIVERSITY OF THE PUNJAB

Fifth Semester 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Human Resource Management
Course Code: BBA-305

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

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE TYPE

Q2. Give short answers.

(10X2=20)

1. What is job design?
2. Enlist the activities of human resource management.
3. What is the objective of Equal Employment Opportunity Legislation?
4. Highlight methods of employee forecasting.
5. Differentiate between selection and recruitment.
6. What are the sources of internal recruiting?
7. Why employee selection is important?
8. Define apprenticeship.
9. Define ACR.
10. What are the two basic types of compensation?

Q3. Give answers of the following questions.

(3X10=30)

1. What is performance appraisal? Discuss various methods to appraise performance of employees.
2. What is incentive plan? Explain in detail different types of incentive plans.
3. What is orientation? Explain types of orientation. Discuss the effectiveness of orientation program.



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Auditing

TIME ALLOWED: 2 Hrs. & 45 Mints.

Course Code: BBA-306 Part – II

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q # 2. Answer the following short questions.

(10x2=20)

- 1- Define INTERNAL CHECK.
- 2- What is an ERROR OF PRINCIPLE?
- 3- What is AUDITOR'S LIABILITY FOR MISFEASANCE?
- 4- Define INVESTIGATION.
- 5- Define CONTINGENT LIABILITIES.
- 6- What was the decision of ARMITAGE VS BREWER & KNOTT CASE of 1932?
- 7- What is TEEMING AND LADING?
- 8- How the AUDITOR'S CASULA VACANCY is filled?
- 9- What is the difference between INTERNAL AUDIT and EXTERNAL AUDIT?
- 10- What is a BIN CARD?

Q # 3. Discuss general principles of internal control over cash.

(10)

Q # 4. What is meant by un-qualified report and also give specimen of such report?

(10)

Q # 5. Define Auditing. Also explain the difference between Auditing and Accounting.

(10)



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Auditing

TIME ALLOWED: 15 Mints.

Course Code: BBA-306 Part – I (Compulsory)

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCQ carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

Q. # 1 Encircle the correct answer:

- i) The word audit is derived from Latin word:
a) Adhesive b) Audire
c) Adore d) None of the above

- ii) Examining transactions recorded in books of original entry by referring to vouchers, is called:
a) Vouching b) Verification
c) Accounting d) None of the above

- iii) Which of the following is the most expensive form of audit?
a) Interim audit b) Continuous audit
c) Final audit d) None of the above

- iv) Opening balances of cash and bank are vouched by referring to:
a) Physical inspection
b) Audited balance sheet of the last year
c) Profit & loss account for the year
d) Cash flow statement for the year

- v) After incorporation, maximum within six month a company prepares a:
a) Prospectus report b) Statutory report
c) Solvency report d) None of the above

- vi) Remuneration of internal auditor is called:
a) Fee b) Salary
c) Commission d) All of these

- vii) An auditor, once appointed, holds office till _____
a) For next five years
b) Beginning of the next annual general meeting
c) Conclusion of the next annual meeting
d) Death

- viii) Auditing begins where _____ ends.
a) Selling b) Inventory valuation
c) Accounting d) Purchases

- ix) For a public company, an external auditor must be a/an:
a) Ph.D. b) Cost and Management Accountant
c) MBA d) Chartered Accountant with the meanings of CA Ordinance 1961

- x) Internal check is the part of:
a) Internal audit b) External audit
c) Internal control d) None of the above



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Current Business Affairs

TIME ALLOWED: 2 Hrs. & 45 Mints.

Course Code: BBA-310 Part – II

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q.No.2. Define the following Terms:

(2x10=20)

- i. The D-8 is an organization of which countries?
- ii. In which year WTO was established?
- iii. Enlist the name of 5 UNO's Agencies?
- iv. What is the Difference between Summit & Council?
- v. Write down the names of G8 Member countries?
- vi. What is bilateral treaty?
- vii. Write down the 5 features of developing Countries?
- viii. What is the role of International Economic Association in world economy?
- ix. Define Bio Diversity
- x. What is meant by Nuclear Proliferation?

Q.No.3. Briefly explain the history, objectives and fundamental principles of ASEAN. (10)

Q.No.4. What is Treaty? Explain in details three Major International Trade Treaties. (10)

Q.No.5. What objectives do IMF and WTO have in common? (10)



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Current Business Affairs

TIME ALLOWED: 15 Mints.

Course Code: BBA-310 Part – I (Compulsory)

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCQ carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

- Q.No.1. (i). Nuclear proliferation means: (10x1=10)
- (a) Spread of Nuclear weapons
 - (b) Retrain from Uranium enrichment
 - (c) (a) and (b)
 - (d) Nuclear War
- (ii). Globalization is _____ process but its term is new:
- (a) New
 - (b) Old
 - (c) Modern
 - (d) All of these
- (iii). For which period the President of International Economic Association is elected:
- (a) 5 Years
 - (b) 2 Years
 - (c) 3 Years
 - (d) None of the above
- (iv). Which country did not sign NPT:
- (a) USA, UK and Russia
 - (b) Pakistan, Russia and China
 - (c) Spain, Germany and USA
 - (d) Pakistan, India, Israel and North Korea
- (v). How many members of MERCOSUR:
- (a) Three
 - (b) Five
 - (c) Eight
 - (d) Four
- (vi). Area of Kashmir is controlled by:
- (a) UNO
 - (b) Two Countries
 - (c) Three Countries
 - (d) None of These
- (vii). What is the purpose of International Economic Association:
- (a) To issue Rules and Regulations
 - (b) To solve the economic problem of countries
 - (c) To provide Capital
 - (d) All of these
- (viii). How many member countries of IMF:
- (a) 186
 - (b) 189
 - (c) 200
 - (d) 149
- (ix). Which country is not include is D-8:
- (a) India
 - (b) Pakistan
 - (c) Indonesia
 - (d) Turkey
- (x). Members of General Assembly are:
- (a) 180
 - (b) 193
 - (c) 200
 - (d) None of these



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Corporate Governance

TIME ALLOWED: 2 Hrs. & 45 Mints.

Course Code: BBA-311 Part – II

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

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

(10x2=20)

- i. What do you understand by "Corporate Governance"?
- ii. Differentiate between independent and representative director?
- iii. Why is corporate governance important?
- iv. What is Enlightened Shareholder approach to corporate governance?
- v. Why transparency and disclosure of information is necessary?
- vi. What is difference between responsibility and accountability?
- vii. How does an effective corporate governance structure improve investor confidence?
- viii. Define shareholder's activism.
- ix. Why do boards need to set up committees?
- x. Is corporate governance a simple extension of agency theory? Explain

Q. No. 3. Discuss some financial scandals and collapses, which arise in corporate history. (10)

Q. No. 4. Make comparison of 2002 and 2012 codes of Pakistan. (10)

Q. No. 5. Why there is a need for publishing financial Statements? (10)



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Corporate Governance
Course Code: BBA-311 Part – I (Compulsory)

TIME ALLOWED: 15 Mints.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCQ carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

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

(10 Marks)

1. The real owners of a company are.
 - a. Employees
 - b. Shareholders
 - c. Debenture holders
 - d. Creditors
2. Directors may not be disqualified for
 - a. Being convicted of drunken driving
 - b. Paying inadequate attention to company finances
 - c. Continuing to trade when company is insolvent
 - d. Persistent breaches of company's legislation
3. The minimum number of directors in a Public Ltd. Company are
 - a. Nine
 - b. Seven
 - c. Eleven
 - d. Two
4. The approach in which Board of Directors to work for the best interest of shareholders, but without damaging the interest of other stakeholders is called
 - a. Shareholders
 - b. Enlightened
 - c. Stakeholders
 - d. None of these
5. Which of the following is not a principle of corporate governance combine code of Practice
 - a. Acceptability
 - b. Integrity
 - c. Accountability
 - d. Openness
6. What does a company issue to get loan from the public
 - a. Shares
 - b. Debentures
 - c. Dividend
 - d. All the three
7. Which of the following is not an institutional shareholder
 - a. Mutual funds
 - b. Pension funds
 - c. Banks
 - d. Family close friends
8. In Pakistan, Joint-Stock Company is formed under the ordinance.
 - a. 1978
 - b. 1982
 - c. 1984
 - d. 1990
9. The persons who are members of the board and also an employee of the company
 - a. Executive director
 - b. Non-executive director
 - c. Independent director
 - d. None of these
10. Agenda of board meeting is decided by
 - a. Chairman
 - b. Directors
 - c. Chairman + Secretary of company
 - d. Company Secretary



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Taxation Management (Basic)

TIME ALLOWED: 2 Hrs. & 45 Mints.

Course Code: BBA-307 Part – II

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q 2: Answer the following short questions:

(2×10 = 20)

- (1) What is Cycle of Assessment?
- (2) Why is it important to distinguish resident & non-resident person?
- (3) What is Capital Gain?
- (4) When a return is considered to be invalid??
- (5) What is Appellate Tribunal?
- (6) What is Provisional Assessment?
- (7) Define KIBOR?
- (8) Enlist any five deductions made in computing the income from property?
- (9) Define Tax Year, Enlist its types.
- (10) Define Whistle Blower.

Long Questions:

(10x3=30)

Q 3: Define Chief Commissioner. Discuss powers & functions of Commissioner Inland Revenue.

Q. 4:

- a) What is Provident Fund? Explain its types.
- b) What is Agricultural Income? Explain its types and give examples of agricultural and non-agricultural income.

Q. 5: Compute the taxable income of Mr. Osama (senior citizen of Pakistan) who during the tax year ended 30th June 2017 derived income from the following sources:

Salary	Rs. 595,000
Annual leave fare assistance	29,600
Interest free loan received from employer	600,000
Overtime payments received	10,500
Encashment of leave preparatory to retirement	40,000
Conveyance provided by employer (Both for personal & professional use)	60,000
Gratuity received from the employer (Approved by Board)	225,000
Reimbursement of gas, water and electricity bills	20,000
Taxable income from gifted property	80,000
Profit from speculation business	100,000
Loss from other speculation business	75,000
Profit on sale of inherited jewelry (Holding period more than 12 months)	45,000
Zakat deducted	34,620
Prize on prize bond	10,000
Tax deducted at source	12,000
Amount claimed for rebate:	
(a) Shares of listed company purchased	50,000
(b) Personal legal expenditure	12,000

Tax rates for salaried person year 2016-17:

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



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Taxation Management (Basic)
Course Code: BBA-307 Part – I (Compulsory)

TIME ALLOWED: 15 Mints.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCQ carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

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

(1x10=10)

1. Uniform allowance is an example of:

- a. Special allowance
- b. Special additional allowance
- c. Entertainment allowance
- d. Dearness allowance

2. A Tax Rebate of _____ of tax payable shall be given if a disabled person has valid CNIC.

- a. 25%
- b. 50%
- c. 75%
- d. 0%

3. Sixth Schedule of the Income Tax Ordinance 2001 contains provisions concerning:

- a. Recognized Provident Fund
- b. Depreciation of Asset
- c. Computation of profits of Insurance Business
- d. Pre-Commencement expenditure

4. A person who received income from winning of lottery will pay tax at _____:

- a. 10%
- b. 15%
- c. 20%
- d. 2.5%

5. Golden handshake is taxed @ average rate of:

- a. Last 2 or 3 years
- b. Last 3 or 5 years
- c. Last 10 years
- d. None of the above

6. Mr. Amin withdrew Rs. 51,000 from bank, bank will deduct _____ withholding tax :

- a. 0.2% of such amount
- b. 0.3% of such amount
- c. 0.3% of Rs. 50,000
- d. 0%

7. Mr. Adeel received legal fee for drafting MOA of a company, by nature it is:

- a. Capital receipt
- b. Revenue receipt
- c. Capital expenditure
- d. None of the above

8. Which deduction is not allowed while calculating taxable income from business:

- a. Tax deducted at source
- b. Reserve
- c. Bad debts
- d. Both a & b

9. Which income is not exempted from tax:

- a. Special allowance
- b. Scholarships
- c. Special additional allowance
- d. Both a & b

10. Which amount is admissible for average relief:

- a. Charity
- b. Educational expenses
- c. Donation & Pension
- d. All of these



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Management Information System
Course Code: BBA-308 Part – II

TIME ALLOWED: 2 Hrs. & 45 Mints.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Section II: Subjective

Q2. Give brief answers to the following questions (Short Questions). Marks: (10*2=20)

1. Differentiate between Application and System Software.
2. Define Expert Systems.
3. Explain the use of supply chain management for modern organizations
4. What is meant by data integrity?
5. Define ESS.
6. What is DSS and how DSS help managers in making day to day decisions?
7. What are ERP System benefits for organization?
8. What is the difference between intranet and internet?
9. What is a Hacking?
10. What is meant by a digital firm?

Q3. Give detail answers to the following questions (Long Questions) Marks: 10x3=30

1. Define Ecommerce and explain the reasons for Ecommerce business success in Pakistan
2. What is encryption? explain Private key encryption and public key encryption.
3. What are the objectives of information system for an organization?



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Management Information System
Course Code: BBA-308 Part – I (Compulsory)

TIME ALLOWED: 15 Mints.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCQ carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

Section I: Objective

Q1. Chose at least one correct answer

Marks: 10

1. DSS Stands for
 - A. Duplicate support system
 - B. Dynamic Support System
 - C. Dual Support System
 - D. Decision Support System
2. A field identified in a table as holding the unique identifier of the table records is called
 - A. Primary Key
 - B. Primary Field
 - B. Key Field
 - D. None of the above
3. Which protocol is the internet based on?
 - A. UDP
 - B. HTTP
 - B. TCP/IP
 - D. URL
4. An unwanted email is known as
 - A. Email
 - B. Spam
 - C. Super Email
 - D. Virus
5. User trying to steal information using email is called
 - A. Phishing
 - B. Smishing
 - B. Spam
 - D. All of the above
6. A small program that is used to hack computer system is known as
 - A. Hacking Virus
 - B. Virus
 - B. Trojan Horse
 - D. All of the above
7. A person who ensures that systems are developed on time, within budget and with acceptable quality is a
 - A. System Analyst
 - B. System Designer
 - B. External system user
 - D. Project Manager
8. If a university sets up a web-based information system that faculty could access to record student grades and to advise students, that would be an example of a/an
 - A. ERP
 - B. Intranet
 - B. Extranet
 - D. CRM
9. An information system that supports the planning and assessment needs of executive management is
 - A. DSS
 - B. MIS
 - B. TPS
 - D. None of the Above
10. Decision makers who are concerned with tactical (short-term) operational problems and decision making are
 - A. Top Manager
 - B. Middle Managers
 - B. Executive Managers
 - D. Supervisors



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Development Economics
Course Code: BBA-309 Part – II

TIME ALLOWED: 2 Hrs. & 45 Mints.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Section B

Give Short Answer of the following questions.

Marks: 20
(4x5)

- Q 2.
- What are the major components of economics growth?
 - Explain the difference between size and functional measures of income distribution.
 - What is the role capital accumulation in economic development?
 - Explain how vicious circle of poverty can be broken.
 - Explain environmental problems in Pakistan.

Section C

Brief Answer

Marks: 30
(10x3)

- Q 3. Explain the different methods to measure economic development.
- Q 4. Differentiate between Balance of Trade and Balance of Payments. Why Balance of Payment in Pakistan is unfavourable?
- Q 5. Explain the causes of unemployment in Pakistan. Suggest some measures to remove it.



UNIVERSITY OF THE PUNJAB

Sixth Semester - 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Development Economics
Course Code: BBA-309 Part – I (Compulsory)

TIME ALLOWED: 15 Mints.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCQ carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

Section A

Q.1. Tick the correct option given against each question.

- (i) Capitalism is an economic system:
 - a) Based on government intervention in the means of production
 - b) That originated in the United States
 - c) Where private owners of the capital makes decisions based on profit
 - d) None of them
- (ii) Wages and prices are flexible in the long run according to:
 - a) Classical economists
 - b) New classical economists
 - c) Fiscalist
 - d) Monetarist
- (iii) Air pollution from automobiles and water pollution from steel plants are example of:
 - a) External economies
 - b) Internal economics
 - c) Negative externalities
 - d) Social distortion
- (iv) Which of the following could not be considered a major economic system:
 - a) Capitalism
 - b) Physical quality of life index
 - c) Socialism
 - d) Communism
- (v) Economic development refers to:
 - a) Economic growth
 - b) Economic growth plus changes in output distribution and economic structure
 - c) Improvement in wellbeing of the urban population
 - d) Sustainable increase in GNP
- (vi) Government of Pakistan spends on education
 - a) 1% of GDP
 - b) 2% of GDP
 - c) 5% of GDP
 - d) 4% of GDP
- (vii) Foreign exchange is used in
 - a) Domestic trade
 - b) International trade
 - c) Local trade
 - d) Regional trade
- (viii) According to Malthus population increases
 - a) At Geometric rate
 - b) At arithmetic rate
 - c) At constant rate
 - d) None
- (ix) Characterizes of modern economic growth is presented by:
 - a) Prof. Simon Kuznets
 - b) Prof. Adam Smith
 - c) Prof. Alfered Marshal
 - d) Prof. J.B. Say
- (x) More than three-fourth world population live in:
 - a) Advance countries
 - b) Developing countries
 - c) Asian countries
 - d) African countries



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2018
Examination: B.S. 4 Years Programme

PAPER: Small Business Management
Course Code: BBA-401

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q. # 1: ENCIRCLES THE CORRECT ANSWER:

1. A person who organizes, manages and assumes the risks of starting and operating a business to make a profit is called a(n):
 - a. Entrepreneur
 - b. Investor
 - c. Speculator
 - d. Small business person
2. According to the text, which of the following qualities will increase your chance of succeeding as an entrepreneur?
 - a. Vision
 - b. Risk orientation
 - c. Determination
 - d. All of these
3. Which of the following was not cited as a reason for starting a new business?
 - a. Independence
 - b. Challenge
 - c. Profit
 - d. Increase of leisure time
4. Mr. X is employed in a corporation to launch new products. He is a(n):
 - a. Entrepreneur
 - b. Intrapreneur
 - c. Innovator
 - d. Franchisor
5. Which of the following would be included in the business plan?
 - a. Capital required
 - b. Marketing plan
 - c. Management team
 - d. All of these
6. The form of business organization that has the largest sales volume is the:
 - a. Partnership
 - b. Corporation
 - c. Cooperative
 - d. None of these
7. Which of the following is an advantage of a sole proprietorship?
 - a. Ease of starting a business
 - b. Being your own boss
 - c. Pride of ownership
 - d. All of these
8. Organizations in a _____ mobilize their resources toward selling, advertising and other promotional efforts:
 - a. Sales orientation
 - b. Marketing orientation
 - c. Product orientation
 - d. Production orientation
9. The first step in the marketing process is:
 - a. Identify need
 - b. Test marketing
 - c. Conduct research
 - d. Build a relationship with customers
10. The two most dominant trends in business are:
 - a. Downsizing and restructuring
 - b. Technology and globalization
 - c. Strategic alliances and joint ventures
 - d. None of these



UNIVERSITY OF THE PUNJAB

Seventh Semester 2018
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Small Business Management
Course Code: BBA-401

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

Attempt this Paper on Separate Answer Sheet provided.

Answer all the questions.

Q. 2 Give Short answers of the following questions:

(10×2=20)

1. What is micro small business?
2. Define estate planning?
3. What points we should keep in mind to study the market?
4. What is S Corporation?
5. Define business process reengineering?
6. What is SMEDA?
7. Enlist stages of product life cycle.
8. What is an idea?
9. Write down any four advantages of corporation?
10. What do you mean by operation planning?

Q.3 Explain the steps or procedure for going into the business.

(10)

Q.4 Explain the characteristics of entrepreneurs?

(10)

Q.5 What is franchising? Explain the merits and demerits of franchising.

(10)



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2018
Examination: B.S. 4 Years Programme

PAPER: Pakistan Economy
Course Code: BBA-402

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

(Objective Portion)

- Q. No-1 Please encircle the most appropriate choice. 1 x 10 = 10
- i. The growth rate in the services sector during the financial year 2015-16 was
 - a. 0.19%
 - b. 3.71%
 - c. 5.71%
 - d. 6.80%
 - ii. What was the Population Growth Rate of Pakistan in 2016-17?
 - a. 2.6%
 - b. 1.86%
 - c. 3%
 - d. 2.8%
 - iii. Large-Scale Manufacturing (LSM), Small Scale Manufacturing and slaughtering are the three main sub components of which of the following sectors?
 - a. Quarrying Sector
 - b. Industrial sector
 - c. Manufacturing Sector
 - d. Construction sector
 - iv. The current Tax-to-GDP ratio in Pakistan is
 - a. 11.0%
 - b. 11.5%
 - c. 12.0%
 - d. 12.5%
 - v. Pakistan's share in the world for cotton textiles is:
 - a. Less than 6%
 - b. Less than 4%
 - c. Less than 5%
 - d. Less than 3%
 - vi. To facilitate foreign trade, Pakistan has established in different cities:
 - a. Inland point
 - b. Regional ports
 - c. Dry ports
 - d. Private ports
 - vii. What determines the pattern of specialization and trade in industries with external economies of scale?
 - a. Historical contingency
 - b. Product differentiation
 - c. Monopolistic competition
 - d. None of the above
 - viii. Which of the following trade policies limits specified quantity of goods to be imported at one tariff rate.
 - a. Import tariff
 - b. Quota
 - c. Specific tariff
 - d. Export tariff
 - ix. A statement that summarizes an economy
 - a. Transfer payments
 - b. Balance sheet
 - c. Balance of payments
 - d. Summary statement
 - x. In Pakistan poverty is measured by:
 - a. Per capita income
 - b. Percentage of rural population
 - c. Incomes in rural and urban areas
 - d. Gap between GDP and GNP



UNIVERSITY OF THE PUNJAB

Seventh Semester 2018
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Pakistan Economy
Course Code: BBA-402

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

Attempt this Paper on Separate Answer Sheet provided.

Instruction : Attempt all questions from section – I & II.

(Subjective Portion)

(Section No- I)

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

- i. Define Market Economy.
- ii. Define Infant industry.
- iii. What is Poverty?
- iv. Define consolidation of land.
- v. Define Term "Usher".
- vi. Define Musharika.
- vii. Define GATT.
- viii. Define inductive planning.
- ix. Define Farm Mechanization.
- x. Define Fiscal Policy.

(Section No- II)

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

- Q. No-3 What are the pre-requisites of economic development? How far do they exist in Pakistan? 10
- Q. No-4 What is the impact of privatization policy of the government of Pakistan? 10
- Q. No-5 Internal and foreign debts are burden on the economy of Pakistan. Give suggestions for the retirement of debts. 10



UNIVERSITY OF THE PUNJAB

Seventh Semester 2018
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Mathematics (Advance)
Course Code: BBA-403

TIME ALLOWED: 2 hr. 30 min
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE TYPE

SECTION-II

- Q.2
- (i) Evaluate $\int_1^2 (2x+3) dx$ (2)
- (ii) Find $\frac{dy}{dx}$ if $x^2 + xy = 4$ (2)
- (iii) Use chain rule to find $\frac{dy}{dx}$ if $x = a(t - \sin t)$, $y = a(1 - \cos t)$ (2)
- (iv) Solve the differential equation $\frac{d^2y}{dx^2} - 5\frac{dy}{dx} + 6y = 0$ (2)
- (v) Evaluate $\int_0^{\pi/4} \tan^2 x dx$ (2)
- (vi) Find the first order partial derivatives $\frac{\partial f}{\partial x}$, $\frac{\partial f}{\partial y}$ of $f(x, y) = (x + xy)^2$ (2)
- (vii) If $y = \ln\left(\frac{2x+1}{3x+4}\right)$ then find y'' (2)
- (viii) Find the extreme values for $f(x) = 3x^2 - 4x + 5$ (2)
- (ix) Evaluate $\int \left(\sqrt{x} + \frac{1}{\sqrt{x}}\right)^2 dx$ (2)
- (x) Evaluate $\int \sqrt{1 + \sin x} \cos x dx$ (2)

SECTION-III

- Q.3 Let $f(x, y) = e^x \sin y + e^y \cos x$ then show that $\frac{\partial^2 f}{\partial x^2} + \frac{\partial^2 f}{\partial y^2} = 0$ (6)
- Q.4 If $x = a \cos^3 \theta$, $y = b \sin^3 \theta$ then show that $a \frac{dy}{dx} + b \tan \theta = 0$ (6)
- Q.5 Use numerical integration to find the approximate value of $\int_0^1 \frac{1}{\sqrt{4-x^2}} dx$ with $n = 4$ (6)
- Q.6 Find the extreme values of $f(x, y, z) = x + y + z$ subject to $g(x, y, z) = x^2 + y^2 + z^2 - 4 = 0$ by using Lagrange Multipliers. (6)
- Q.7 A random variable X has $f(x) = \begin{cases} \frac{x^2}{3}, & -1 < x < 2 \\ 0 & \text{else where} \end{cases}$ (6)
- (i) verify $f(x)$ is a p.d.f (ii) find $P(0 < x < 1)$



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2018

Examination: B.S. 4 Years Programme

PAPER: Mathematics (Advance)

TIME ALLOWED: 30 mins.

Course Code: BBA-403

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE TYPE

SECTION-I

Q. 1

MCQs (1 Mark each)

- (i) $\frac{d}{dx}(\sin ax) =$ _____
(a) $\sin ax$ (b) $a \cos x$ (c) $a \cos ax$ (d) None of these
- (ii) $\frac{d}{dx}(\sec x) =$ _____
(a) $\tan^2 x$ (b) $\operatorname{cosec}^2 x$ (c) $\sec x \tan x$ (d) None of these
- (iii) $f(x, y) = e^{-x} \sin y$ then $\frac{\partial f}{\partial x} =$ _____
(a) $e^{-x} \sin y$ (b) $-e^{-x} \sin y$ (c) $f(x, y) = e^{-x} \cos y$ (d) None of these
- (iv) If $y = 5e^{3x-4}$ then $\frac{dy}{dx} =$ _____
(a) $5e^{3x-4}$ (b) $15e^{3x-4}$ (c) $20e^{3x-4}$ (d) None of these
- (v) If $\int_0^5 f(x) dx = 3$ and $\int_0^5 g(x) dx = 4$ then $\int_0^5 (3f(x) - 4g(x)) dx =$ _____
(a) -7 (b) 7 (c) -8 (d) None of these
- (vi) If $f(x)$ is a function such that $f'(c) = 0$, and $f''(c) > 0$ then at $x = c$, f has
(a) relative minima (b) relative Maxima (c) concave up (d) None of these
- (vii) If $f(x) = 3x^2 - 2x + 1$, then $f'(1) =$ _____
(a) 4 (b) -4 (c) -6 (d) None of these
- (viii) Slope of tangent to the curve $y = \sin x$ at $x = 0$ is
(a) 0 (b) 1 (c) -1 (d) None of these
- (ix) $\int_0^2 (x^2 + 1) dx =$ _____
(a) 3/10 (b) 0 (c) 2 (d) None of these
- (x) If $f(x, y) = e^{xy}$ then $\frac{\partial f}{\partial x} =$ _____
(a) xye^{xy} (b) ye^{xy} (c) xe^{xy} (d) None of these



UNIVERSITY OF THE PUNJAB

Seventh Semester 2018
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Managerial Accounting
Course Code: BBA-404

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

Attempt this Paper on Separate Answer Sheet provided.

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

1. Define 'profit centre'.
2. Define 'margin of safety'.
3. What is meant by 'break-even point'?
4. Define 'standard costing'.
5. Define 'sunk cost'.
6. Define the term 'contribution margin'.
7. Define 'direct costing'.
8. Define 'linear programming'.
9. Define 'relevant range'.
10. Define 'management accounting'.

Q3. Give answers to the following questions. (3x10=30)

1. DCP Co makes three types of watch – the Diva (D), the Classic (C) and the Poser (P). A traditional product costing system is used at present; although an activity based costing (ABC) system is being considered. Details of the product lines for a typical period are:

	Hours per unit		Materials Cost per unit \$	Production Units
	Labour hours	Machine hours		
Product D	½	1½	20	750
Product C	1½	1	15	1,250
Product P	1	3	10	7,000

Direct labour costs \$6 per hour and production overheads are absorbed on a machine hour basis. The overhead absorption rate for the period is \$28 per machine hour. Total production overheads are \$654,500 and further analysis shows that the total production overheads can be divided as follows:

	%
Costs relating to machinery	20
Costs relating to materials handling	15
Costs relating to set-up	35
Costs relating to inspection	30

The following total activity volumes are associated with each product line for the period as a whole:

	Number of movements of materials	Number of set-ups	Number of inspections
Product D	12	75	150
Product C	21	115	180
Product P	87	480	670

(P.T.O.)

Required:

Calculate the cost per unit for each product using ABC principles (work to two decimal places).

2. JY budgeted to sell 200 units and produced the following budget.

	\$	\$
Sales		71,400
Variable costs:		
Labour	31,600	
Material	<u>12,600</u>	<u>44,200</u>
Contribution		27,200
Fixed costs		<u>18,900</u>
Profit		<u>08,300</u>

Actual sales turned out to be 230 units, which were sold for \$69,000. Actual expenditure on labour was \$27,000 and on material \$24,000. Fixed costs totaled \$10,000.

Required:

Prepare a flexible budget that will be useful for management control purposes.

3. O'Reilly Co has been approached by a customer who would like a special job to be done for them, and who is willing to pay \$22,000 for it. The job would require the following materials.

Material	Total units required	Units already in inventory	Book value of units in inventory \$/unit	Realizable value \$/unit	Replacement cost \$/unit
A	1,000	0	—	—	6
B	1,000	600	2	2.5	5
C	1,000	700	3	2.5	4
D	200	200	4	6.0	9

- (a) Material B is used regularly by O'Reilly Ltd, and if units of B are required for this job, they would need to be replaced to meet other production demand.
- (b) Materials C and D are in inventory as the result of previous overbuying, and they have a restricted use. No other use could be found for material C, but the units of material D could be used in another job as substitute for 300 units of material E, which currently costs \$5 per unit (of which the company has no units in inventory at the moment).

Required:

What are the relevant costs of material, in deciding whether or not to accept the contract?



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2018
Examination: B.S. 4 Years Programme

PAPER: Managerial Accounting
Course Code: BBA-404

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q1. Choose the correct answer.

(10x1=10)

1. Cost that is irrelevant in decision-making is:
a. Avoidable cost b. Attributable fixed cost c. Sunk cost d. Incremental cost
2. A master budget consists of:
a. Historical financial statements b. Past Cash flow statement
c. Budgeted income statement, budgeted balance sheet and cash budget d. Historical Statement of owner's equity
3. Performance standards that are based upon conditions allowing reasonable wastage, are known as:
a. Basic standards b. Ideal standards c. Attainable standards d. Current standards
4. A differential cost is:
a. The difference between the total cost of one alternative and the total cost of another alternative b. The benefit forgone when one alternative is selected rather than another
c. A cost that is saved by not adopting a given alternative d. A cost that continues to be incurred even when there is no activity
5. Fixed cost is \$50,000. Sales price is \$20 and variable cost is \$10 per unit. Breakeven point will be:
a. 2,500 units b. 5,000 units c. 1,667 units d. 7,500 units
6. ABC Corporation produced and sold 80,000 units and reported sales of \$4,000,000 during the past year. Management determined that variable expenses totaled \$2,800,000 and fixed expenses totaled \$720,000. What is the company's contribution margin ratio?
a. 30% b. 70% c. 150% d. 250%
7. Which of the following is the possible cause of material price variance?
a. Purchase of inferior quality material b. Carelessness in handling materials
c. Changes in methods of production d. None of these
8. Cost that is relevant in decision-making is:
a. Unavoidable cost b. Committed cost c. Sunk cost d. Incremental cost
9. Given the cost formula $Y = \$30,000 + \$5X$, total cost at an activity level of 16,000 units would be:
a. \$30,000 b. \$46,000 c. \$80,000 d. \$110,000
10. The most profitable combination of 'x' and 'y' for a linear programming problem is likely to lie:
a. on the x-axis b. in the middle of the feasible area
c. at the origin d. at the boundaries of the feasible area



UNIVERSITY OF THE PUNJAB

Seventh Semester 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Financial Analysis

Course Code: BBA-405

TIME ALLOWED: 2 hrs. & 30 mins.

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SHORT QUESTIONS [10×2=20 Marks]

Q.2 Give short answers to the following terms:

1. Interim report of a public company.
2. IFRS.
3. Accrual basis of accounting.
4. Consolidated Financial Statements.
5. Going concern concept.
6. Operating Cycle.
7. Retention ratio.
8. Net working capital.
9. Notes to the financial statements.
10. Financial leverage

LONG QUESTIONS [10×3=30 Marks]

Q.3 What is meant by financial forecasting? Explain different methods for financial forecasting

Q.4 (a) A company has total annual sales (all credit) of \$800000, and a gross profit margin of 20 percent. Total assets turnover is 4, and net profit is \$40000

- i. How much average inventory should be carried if management wants the inventory turnover to be 10?
- ii. What is the company's return on total assets?

(b) The long term debt section of the Balance Sheet of Rivers Company appears as follows:

9¼% mortgage bonds	\$300,000
12½% second mortgage bonds	200,000
10¾% debentures	150,000
14% subordinated debentures	100,000

If the earnings after interest and taxes of the company is \$600000, and all debt is long term, what is the Company's interest coverage ratio (tax rate is 40%)

Q.5 Sonic Enterprise has current assets of \$573100 and current liabilities of \$260500. What effect would the following independent transactions have on the firm's current ratio?

- a. Pays \$67500 accounts payable
- b. Collect \$33,000 in notes receivable
- c. Declared \$60,000 cash dividend, of which \$42,000 has been shown outstanding



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2018
Examination: B.S. 4 Years Programme

PAPER: Financial Analysis
Course Code: BBA-405

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

MULTIPLE CHOICE QUESTIONS [10×1=10 Marks]

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

1. If total assets are \$100000 & total Liabilities are \$40000, how much is stockholder's equity?
 - a. \$140000
 - b. \$60000
 - c. \$40000
 - d. \$100000
2. Which of the following is called a real account?
 - a. Sales revenue
 - b. Advertising expense
 - c. Accounts receivable
 - d. Cash dividends
3. A statement which shows only cash transactions related to a business firm is:
 - a. Income statement
 - b. Retained earnings statement
 - c. Balance sheet
 - d. Statement of cash flows
4. If we multiply assets turnover with net profit margin, the resulting figure would be:
 - a. DuPont return on assets
 - b. DuPont return on equity
 - c. Return on net worth
 - d. None of the above
5. Which of the following is called non-cash expense?
 - a. Interest expense
 - b. Dividend payments
 - c. Amortization of intangible asset
 - d. All of the above
6. Another name of activity ratios is:
 - a. Turnover ratios
 - b. Profitability ratios
 - c. Debt ratios
 - d. None of the above
7. A measure of assets utilization with respect to the sales:
 - a. Debt ratio
 - b. Return of equity
 - c. Return on assets
 - d. Assets turnover
8. Common size statement analyses are also known as:
 - a. Horizontal analysis
 - b. Vertical analysis
 - c. Index analysis
 - d. None of the above
9. Common stockholders' equity includes the followings EXCEPT:
 - a. Paid in capital
 - b. Additional paid in capital
 - c. Retained earnings
 - d. Bonds payable
10. Which of the followings is not reported in the current assets section of the Balance Sheet EXCEPT:
 - a. Land
 - b. Accounts payable
 - c. Inventory
 - d. Patents

UNIVERSITY OF THE PUNJAB



Seventh Semester 2018
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Sales Management
Course Code: BBA-406

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

Attempt this Paper on Separate Answer Sheet provided.

- Q. No.2 Give Short Answer (10x2=20)**
1. Define Sales Promotion.
 2. What are the Strengths of Personal Selling?
 3. Define Sales Forecasting.
 4. What is B2B Selling?
 5. What is Sales Orientation?
 6. What is Market Segmenting?
 7. What is Target Market?
 8. What is Telemarketing?
 9. What do we mean by Missionary Sales Person?
 10. What is the difference between Intensive and Exclusive Sales Channel?

- Q. No.3 Give Answer of the following questions. (3x10=30)**
- 1 Explain the importance of recruiting process in sales management. What are the steps involved in the recruiting process?
 - 2 Write a detailed note on sales channels.
 - 3 What is consumer decision making process? Explain in detail the various steps involved in the process.



UNIVERSITY OF THE PUNJAB

Seventh Semester 2018

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Sales Management
Course Code: BBA-406

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q.No.1. Encircle the most appropriate answer of the following:

- 1 Which of the following is is not a major form of direct marketing?
(a) Online Shopping (b) Direct mail marketing
(c) Personal selling (d) None of the these
- 2 Reference selling (Industrial Sector) may be highly successful for which of the following:
(a) Current Buyer (b) Ex-Buyer
(c) Potential Buyer (d) None of the above
- 3 Which of the following is the most appropriate for the customers, who in the past has not purchased from the said marketing firm:
(a) Selling (b) Buying
(c) Prospecting (d) Distributing
- 4 Prospecting, maintaining customer records and information feedback, self-management, handling complaints and providing service comes under which of the following options:
(a) Secondary Functions (b) Main responsibilities
(c) Primary Responsibilities (d) Both (b) and (c)
- 5 Which of the following is the task of New Business Sales Peoples?
(a) To introduce or develop new kinds of products (b) To introduce new business to prospects
(c) To maintain a long-term relationship with the organizational customer (d) None of the above
- 6 Where advertisement alone is not enough, but a good sales-personnel is also required to provide the desired information is:
(a) High involvement situation (b) Moderate involvement situation
(c) Low involvement situation (d) None of the above
- 7 Which of the following best describes cold calling?
(a) Viral Advertising (b) Public relations activity
(c) Advertising (d) Sales people contacting potential customers
- 8 Projection on the basis of past records is a method of:
(a) Value Analysis (b) Sales forecasting
(c) Standard appraisal (d) MBO
- 9 What do the term sales quotas refer to:
(a) Sales objectives (b) Time to make a sale
(c) Sales methods (d) Number of sales personnel
- 10 For which of the following option, sales personnel is to provide more product information?
(a) New Task (b) Routine Buy
(c) Straight Re-buy (d) None of the above.



UNIVERSITY OF THE PUNJAB

Seventh Semester 2018
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Marketing Research
Course Code: BBA-407

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

Attempt this Paper on Separate Answer Sheet provided.

Q2. Give short answers.

(2X10=20)

- i. Differentiate moderating and mediating variables.
- ii. What is meant by deductive reasoning?
- iii. Write down two advantages of external research.
- iv. What do you know about reliability in research?
- v. Define non probability sampling.
- vi. Explain focus group study.
- vii. Define validity in research.
- viii. Define Ethnographic research?
- ix. Explain funneling technique of questioning.
- x. What is mean by research proposal?

LONG QUESTIONS

(10*3=30)

Q3. Identify the different statistical techniques that can be used in descriptive statistics. Give examples of each.

Q4. Define 4 basic types of scales and also explain different types of rating scales..

Q5. An important part of conducting research is ensuring the research problem is clearly defined.

Distinguish between the following concepts:

- a) Research problem
- b) Research questions
- c) Research design.



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2018
Examination: B.S. 4 Years Programme

PAPER: Marketing Research
Course Code: BBA-407

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

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

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

1. All of the following are advantages of telephone interviews except:
 - a) Fast data collection
 - b) Ease of Supervision
 - c) Low cost
 - d) All of them
2. Primary data which is gathered by observing relevant actions and people is called
 - a) experimental research
 - b) ethnographic research
 - c) observational research
 - d) survey research
3. Second step in marketing research process is:
 - a) define research objectives
 - b) develop research plan
 - c) implement research plan
 - d) none of above
4. The variable of secondary interest to the study
 - a) Independent Variable
 - b) Dependent Variable
 - c) Criterion Variable
 - d) Both b and c
5. Increasing the size of the sample will impact most favorably upon:
 - a) Construct development Error
 - b) Non Response Error
 - c) Random sampling error
 - d) Data Analysis Error
 - e) Survey Instrument design error

P.T.O.

6. Research based on hypothesis suggestion and problem definition is classified as Artificial study
- a) casual research
 - b) exploratory research
 - c) descriptive research
 - d) both a and c
7. Which ONE of these types of data is favored in market research?
- a) Nominal Data
 - b) Ordinal Data
 - c) Ordinary Data
 - d) Ratio Data
8. A scale that measures both the direction and intensity of the attributes of a concept
- a) Staple scale
 - b) Dichotomous scale
 - c) Likert scale
 - d) Constant sum rating scale
9. A typical omnibus study will probably have a sample size of:
- a) 10-20
 - b) 100-200
 - c) 1000-2000
 - d) None of the above
10. Collection, analysis and reporting of available data for any given marketing situation is classified as
- a) external databases
 - b) outsourced databases
 - c) marketing research
 - d) both a and b



UNIVERSITY OF THE PUNJAB

Seventh Semester 2018
Examination: B.S. 4 Years Programme

Roll No.

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

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

Attempt this Paper on Separate Answer Sheet provided.

SECTION B. QUESTIONS WITH SHORT ANSWERS.

Instructions: Provide short answers to each question presented below. (10X2=20)

1. Differentiate between vision and mission statement?
2. How to assess needs of training?
3. Differentiate between human resource management and global human resource management?
4. What is meant by 360-degree performance appraisal?
5. Define succession planning.
6. Define employer branding.
7. What is meant by competency profiling?
8. Define key performance indicators (KPIs) in HRM?
9. How are cultural differences a strategic for multinationals?
10. Differentiate between outsourcing and offshoring.

SECTION C. QUESTIONS WITH BRIEF ANSWERS.

Instructions: Provide brief answers to each question presented below. (10×3=30)

1. Define strategic human resource management? Discuss about evolution of SHRM from personnel management? What are the barriers to strategic human resource management?
2. Define strategy. What is HR strategy? Discuss issues or challenges involved in formulation of strategy.
3. Define international human resource management? Discuss issues in international HRM?



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2018

Examination: B.S. 4 Years Programme

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

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

SECTION A. MULTIPLE CHOICE QUESTIONS

Instructions: Choose the correct answer for each question below.

(10X1=10)

1. Support and assistance services given to displaced employees are classified as _____.
A. Outplacement services
B. Buyout services
C. Attrition services
D. None of the above
2. Procedure of analyzing human capital availability and need of human resources for organization is classified as _____.
A. HR planning
B. Differentiation planning
C. Cost planning
D. Recruitment planning
3. In downsizing approaches, encouragement of senior employees for leaving firm is considered as _____.
A. Buyout
B. Attrition
C. Early retirement
D. Layoffs
4. Process of using present and past conditions for analyzing future aspects is classified as _____.
A. Forecasting
B. Expectations analysis
C. Term analysis
D. All the above
5. Treating employees as precious human resources is the basis of the approach?
A. Soft HRM
B. Medium HRM
C. Hard HRM
D. None of the above
6. A term used before the language of modern HRM was _____.
A. Labor relations
B. Industrial management
C. Personnel management
D. All the above
7. Which of the following becomes a creative factor in production?
A. Land
B. Human resources
C. Capital
D. Consumers
8. Why are employers interested in employee engagement?
A. To encourage employees to trust their managers
B. Because engaged employees are more motivated and prepared to give of their best to make the firm succeed
C. To make a quick profit
D. To make employees work harder for less
9. In strategic human resource management, HR strategies are generally aligned with:
A. Business strategy
B. Finance strategy
C. Marketing strategy
D. Economic strategy
10. The first step in the human resource planning process is _____.
A. Preparing a job analysis
B. Assessing future demand
C. Forecasting future human resource needs
D. Assessing future supply



UNIVERSITY OF THE PUNJAB

Roll No.

Seventh Semester 2018
Examination: B.S. 4 Years Programme

PAPER: Organizational Development
Course Code: BBA-409

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q1. Choose the correct answer.

(10X1=10)

1. There are-----main styles of team management;

- a) Three (c) Five
- b) Two (d) Six

2. The self-contained-unit organization represents different way of;

- a) Organizing (c) Structure
- b) Management (d) None of these;

3. The consultant works with the leader and group to diagnose strengths and weaknesses in;

- a) Doctor- patient model
- b) Process consultation model
- c) Purchase of expertise model
- d) All of the above

4. An OD program is long-range and;

- a) Short range (c) Both A&B
- b) Sustained (d) Complex

5. Customary and traditional way of thinking and doing things is known as;

- (a) Organizational structure (c) Organizational culture
- (b) Leadership (d) Change

6. Organized and shared ideas regarding what members should do and feel are;

- (a) Beliefs (c) Paradigms
- (b) Attitudes (d) Norms

7. Value system has two elements. Which are;

- a) Collaboration and Conflict resolution (c) Collaboration and Problem solving
- b) Collaboration and Sensitive training (d) None of the Above

8. Actual changes are involved in;

- a) Unfreeze level (c) Both A&B
- b) Refreeze level (d) Movement level

9. Involving all the right people and department to keep the change program on track is called;

- a) Communication (c) Leadership
- b) Project management (d) Problem-solving

10. Adding value through human resources known as;

- (a) Quality conscious (c) Employee involvement
- (b) Customer oriented (d) None of the above



UNIVERSITY OF THE PUNJAB

Seventh Semester 2018
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Organizational Development
Course Code: BBA-409

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

Attempt this Paper on Separate Answer Sheet provided.

Q2. Give short answers.

(10X2=20)

1. Define OD practitioner.
2. Define characteristics of ideal, healthy and effective organizations.
3. Who is client?
4. What is behavior modelling?
5. Define system theory.
6. Define consulting.
7. Define organizational politics.
8. What is difference between organization development and management development?
9. Define action research.
10. List down the qualities an OD consultant should have?

Q3. Give answers of the following questions.

(3X10=30)

1. What are pros and cons of internal and external practitioners? Compare and contrast five basic practitioner styles.
2. Explain why OD interventions are necessary? What results can organizations expect from OD interventions?
3. Define action research. Discuss four varieties of action research and its importance in OD.