



# UNIVERSITY OF THE PUNJAB

First Year 2<sup>nd</sup> A/2015  
Examination: B.B.A. (Hons.)

Roll No. ....

Subject: Islamic and Pakistan Studies  
PAPER: 1

TIME ALLOWED:  $1\frac{1}{2} + 1\frac{1}{2}$  hrs.  
MAX. MARKS: 50+50

USE SEPARATE ANSWER BOOK FOR EACH PART

## Islamic Studies

نوٹ: سوال نمبر ایک لازمی ہے۔ بیانہ حصہ میں سے صرف تین سوالات کے جوابات لکھیں۔  
سوال نمبر 1 ان سوالات کے مختصر جوابات دیں۔

5x4=20

Q.# 1: Give short answers of the following:

- قرآن پاک کی نزولی ترتیب سے کیا مراد ہے؟
- ترتیب نزولی - Explain
- ترتیب توقیفی کی وضاحت کریں۔
- ترتیب توقیفی - Define
- سورہ حجرات میں بیان کی گئی خرچ کرنے بارے مومنین کی دو صفات لکھیں۔
- Write down two characteristics of the Muslim about spending money in Surah Hujrat.
- سورہ الفرقان میں مسلمانوں کے دو گروہوں کے لڑ پڑنے کی صورت میں عام مسلمانوں کے لئے کیا حکم ہے؟
- What is the order of the Almighty Allah in Surah Furqan if two groups of Muslims quarrels, towards the common Muslims?
- حدیث کی اقسام لکھیں۔
- Write down the kinds of Hadith.

## Subjective Portion

6+4=10

سوال نمبر 2 درج ذیل آیات مبارکہ میں سے ایک کا ترجمہ و تشریح لکھیں۔

Translate and explain any One of the following verses.

الف۔

وَالَّذِينَ لَا يَشْهَدُونَ الزُّورَ وَإِذَا مَرُّوا بِاللَّغْوِ مَرُّوا كِرَامًا

ب۔

إِنَّمَا الْمُؤْمِنُونَ إِخْوَةٌ فَأَصْلَحُوا بَيْنَ أَخَوَيْكُمْ  
وَاتَّقُوا اللَّهَ لَعَلَّكُمْ تُرْحَمُونَ

6+4=10

سوال نمبر 3 درج ذیل احادیث میں سے ایک کا ترجمہ و تشریح کریں۔

Translate and explain any one of the following Hadith.

الف۔ لا یومن احدکم حتی یکون هواہ تبعاً لما جئت به .

ب۔ افضل الاعمال الحب فی الله والبغض فی الله

سوال نمبر 4 انسانی زندگی پر توحید کے اثرات لکھیں۔

بطور معلم آپ ﷺ کی چند صفات لکھیں۔

10

یا

What kind of effects do Toheed produce on human life?

Write down some characteristics of Prophet (SAW) as a Great Teacher.

P.T.O.

## Ethics (For Non-Muslims)

نوٹ: کوئی سے دو سوالات حل کریں۔ تمام سوالات کے نمبر یکساں ہیں۔

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

- سوال نمبر 1 25 عمدہ اخلاق کے معاشرے پر اثرات لکھیں۔
- Q1: Write down the effects of good morality on society.
- سوال نمبر 2 25 حضرت مسیح علیہ السلام کی اہم اخلاقی تعلیمات لکھیں۔
- Q2: Write down the main teachings of the Holy Christ.
- سوال نمبر 3 25 چند ایک اسلامی تعلیمات لکھیں۔
- Q3: Write down some Islamic teachings.

## Pakistan Studies

نوٹ: سوال نمبر ایک لازمی ہے۔ اس کے بعد مختصر دو سوالات کے جوابات لکھیں۔

### Objective Portion

- 5x4=20 سوال نمبر 1 درج ذیل سوالات کے مختصر جوابات دیں۔
- i- ڈاکٹر علامہ محمد اقبال کا دوقومی نظریہ بارے کوئی شعر لکھیں۔
- ii- Write down a verse by Dr. Muhammad Iqbal about Two Nations Theory.
- iii- سر سید احمد خاں کی چند کتابیں لکھیں۔
- iv- Write down some books by Sir Syed Ahmad Khan.
- v- آل انڈیا مسلم لیگ کب اور کہاں قائم کی گئی؟
- vi- When and where All India Muslim League was set up?
- vii- پاکستان کے دو معاشی مسائل لکھیں۔
- viii- Write down two economics problems of Pakistan.
- ix- کانگریسی وزارتوں کے دو مظالم لکھیں۔
- x- Write down two cruelties of Congress Ministries.

### Subjective Portion

- سوال نمبر 2 15 حضرت مجدد الف ثانی کی خدمات دین لکھیں۔
- Q2: Write down the services of Mujaddad Alaf Sani for Islam.
- سوال نمبر 3 15 قرارداد مقاصد میں کن نکات پر اتفاق ہوا، تفصیلات لکھیں۔
- Q3: What clauses of Objective Resolution were accepted, discuss it in detail.
- سوال نمبر 4 15 پاکستان کی ابتدائی مشکلات لکھیں۔
- Q4: Write down the initial problems of Pakistan.



# UNIVERSITY OF THE PUNJAB

First Year 2<sup>nd</sup> A/2015  
Examination: B.B.A (Hons.)

Roll No. ....

Subject: English (Functional)  
PAPER: 2

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

**NOTE: Attempt FIVE questions in all. Question No. 1 is compulsory.**

Q1 a)	<p><b>Fill in the blanks with the correct form of verbs given in brackets.</b></p> <ol style="list-style-type: none"><li>The earth _____ round the sun. (move, moves, moved)</li><li>It started to rain while we _____ tennis. (are playing, were playing, had played)</li><li>He _____ asleep while he was driving. (falls, feel, has fallen)</li><li>He _____ here for the last five years. (worked, is working, has been working)</li><li>I _____ him for a long time (know, have known, am knowing)</li><li>Abdul _____ to be a doctor. (wants, wanting, is wanting)</li><li>He _____ out five minutes ago. (has gone, had gone, went)</li><li>I _____ Rahim at the zoo. (saw, have seen, had seen)</li><li>I _____ Ahmad this week. (haven't seen, didn't see, am not seeing)</li><li>Ali fell off the ladder when he _____ the roof. (is mending, was mending, mended)</li></ol>	[10]	
b)	<p><b>Add question tags or short answers to the following:-</b></p> <ol style="list-style-type: none"><li>Are you going school? Yes, _____.</li><li>Can you drive a car? No, _____</li><li>Is your son married? Yes, _____</li><li>Does Razia work hard? No, _____</li><li>Did he say anything? Yes, _____.</li></ol>	[10]	
c)	<p><b>Give ONE word for following:-</b></p> <ol style="list-style-type: none"><li>That cannot be tamed.</li><li>Not to be seen with human eyes.</li><li>To beyond all price.</li><li>Action is contrary to law.</li><li>Quality from his parents and forefathers.</li></ol>	[10]	
Q2	<p><b>Change any SEVEN of the following into indirect speech.</b></p> <ol style="list-style-type: none"><li>He said to me, "What are you doing?"</li><li>"Where do you live?" asked the stranger.</li><li>The policeman said to us, "Where are you going?"</li></ol>	[17.5]	

	<ol style="list-style-type: none"> <li>4. He said, "Will you listen to such a man?"</li> <li>5. "do you suppose you know better than your own fathr?"</li> <li>6. Aqsa said to Saeed, "Go away."</li> <li>7. He said to him, "Please wait here till I return."</li> <li>8. "Call the first witness," said the judge.</li> <li>9. He shouted, "Let me go."</li> <li>10. He said, "Be quiet and listen to my words."</li> </ol>	
Q3	<p><b>Change VOICE of any SEVEN of the following sentences:-</b></p> <ol style="list-style-type: none"> <li>1. We saw you and him.</li> <li>2. They asked me my name.</li> <li>3. We refused them admission.</li> <li>4. I bought the baby a doll.</li> <li>5. They found him guilty of murder.</li> <li>6. He was praised by his father.</li> <li>7. The first railway was built by George Stephenson.</li> <li>8. The horse was frightened by the noise.</li> <li>9. Not a word was spoken by Latif.</li> <li>10. The teacher was pleased with the boy's work.</li> </ol>	[17.5]
Q4	<p><b>Synthesize any SEVEN of the following sentences.</b></p> <ol style="list-style-type: none"> <li>1. He hurt his foot. He stopped.</li> <li>2. The thief had been in prison before. He received sever sentences.</li> <li>3. He was unwilling to go any further. He returned home.</li> <li>4. They saw the uselessness of violence. They changed their policy.</li> <li>5. He was weary of failure. He emigrated to Africa.</li> <li>6. The King was warned of his danger. He made good his escape.</li> <li>7. He lost a large sum of money. He gave up speculation.</li> <li>8. I received no answer. I knocked a second time.</li> <li>9. His wife encouraged him. He persevered.</li> <li>10. He gave up his situation. He was not satisfied with his salary.</li> </ol>	[17.5]
Q5	<p>Write a letter in response to the following advertisement.</p> <p>Wanted Immediately by:</p> <p>A reputed fast growing company 'Sales Representatives'. Minimum Qualification: Graduate. Send your letters to P.O. Box 123 C/o Service Industries, Lahore.</p>	[17.5]



Q6	Write a report to the Secretary Education, Government of the Punjab, giving strong reasons, to upgrade the High School for Girls, in your town.	[17.5]
Q7	<p>Write an essay 300 words on any ONE of the following:</p> <ol style="list-style-type: none"> <li>1) Load Shedding</li> <li>2) Declining Educational Standard and Remedies</li> <li>3) The Book Reading as a Hobby</li> <li>4) Importance of Women Education</li> </ol>	[17.5]

Q8	<p><b>Read the following passage and answer the questions given at the end:-</b></p> <p>Suppose you have to make a payment of Rs. 100, you can do so in rupee-coins; but it would be cumbersome to pay in nickel or copper coins, because they are heavy to carry and also because it takes much time to count them. The Government therefore permits you to make the payment in rupee-notes. What are these rupee-notes really? They are a kind of money; right enough, although they are made of paper instead of metal. You can use them in just the same way that you use ordinary money. The reason why they are made of paper and used is that they save the trouble of carrying metal coins about – of course, paper is lighter than metal – and they also save using silver and other metals when they are scarce.</p> <p>What makes these mere pieces of paper bear the value of the number of rupees that is printed upon them? Why should a piece of paper, with “100” printed on it be worth twenty times as much as a piece of paper with “five” printed on it – and also worth a hundred times as much as a silver rupee-coin? The reason is that Government guarantees that the piece of paper is worth the amount printed on it and promises to pay that amount to anybody who wishes to exchange this paper for the rupee-coins. Also, if you think about it you can easily realize that crores and crores more of rupee-coins would have to be minted, if all paper-money were abolished.</p> <p>Perhaps you may ask, Then why not have paper money only? Why use silver and nickel and copper at all?” The answer is – because money must as we have already said, be something so useful that everyone wants. Also because the metals are the best form of money; and thirdly because it would be impossible to print just the right amount of paper money that would keep prices at their proper natural level. If any Government prints too much paper money, then prices go up at once. The supply of money is increased and therefore its value (in food, clothes, books, house, land, tools and everything else) goes down.</p>	[17.5]
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You may think at first that it is queer to talk of having too much paper money and that money is so nice and useful that you cannot have too much of it. But if you think that, I am afraid you are forgetting that money is only useful for what it will buy; so it is no good at all having more money if there are no more things to buy with it. The more money there is, the higher will be prices of everything. The same thing happens with rupee-coins as with paper money. But it is not likely to happen, for this reason: it is very easy to print a great deal of paper money, but not at all easy to increase the amount of rupee-coins. Silver has to be dug out of mines, and very difficult to get; so the amount there is if it keeps very steady and changes very little. In fact that is one of the chief reasons why it was chosen to make coins of.

Ernest F. Row

**Questions:**

1. Why does the government allow payment to be made in paper notes?
2. What is more valuable, to have 100 rupee-coins in silver or a Rs. 100 note, in paper?
3. If metal is so cumbersome, why should we not have only paper money? Why should we not print as much of it as possible?
4. What is the real use of money?
5. Why should the prices of commodities go up when there is plenty of paper money?



# UNIVERSITY OF THE PUNJAB

First Year 2<sup>nd</sup> A/2015  
Examination: B.B.A (Hons.)

Roll No. ....

Subject: Introduction to Business  
PAPER: 3

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

**NOTE:** Attempt any FIVE Questions. Question No.7 is MANDATORY. All questions carry equal marks.

- Q1. Discuss in detail the Objectives of a business?
- Q2. What is a Joint Stock Company? Discuss its main characteristics. Also discuss in detail the merits and demerits.
- Q3. Discuss in detail different Modes of dissolution of a Partnership firm. And procedure for settlement of Accounts on dissolution of a Partnership firm.
- Q4. Discuss in detail any 2 basic legal documents of a Company.
- Q5. Discuss in detail the Classes of shares issued by a company. Also discuss the transfer & Transmission of shares.
- Q6. What are various kinds of meetings that are required to be held by a public Limited company?
- Q7. Write short notes on following.
- "One man is the best in the world." Explain the statement.
  - Legal rules regarding payment of dividend.
  - Duties of Company secretary
  - Functions of Wholesaler



# UNIVERSITY OF THE PUNJAB

First Year 2<sup>nd</sup> A/2015  
Examination: B.B.A (Hons.)

Roll No. ....

Subject: Mathematics (Elementary)  
PAPER: 5

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

## Objective

Attempt any 15 Questions. Just provide answers of mathematical questions.

2\*15

1. Differentiate  $f(x) = 10e^{x^2}$
2. Add given matrix  $A = \begin{pmatrix} 1 & 3 \\ 4 & -2 \end{pmatrix}$  and  $B = \begin{pmatrix} -3 & 5 \\ 4 & 2 \end{pmatrix}$
3. Calculate effective annual interest rate where nominal rate is 2%.
4. Define Differentiation.
5. Define square matrix.
6. What is a "Row Matrix".
7. What is the application of matrix in business?
8. Define continuity at a point,  $a$ .
9. Differentiate  $f(x) = 10x^2$
10. Find  $2A$  if  $A = \begin{pmatrix} 2 & 4 \\ 1 & 3 \end{pmatrix}$
11. Write down the standard form of linear equations involving one variable.
12. Define Function.
13. Define Range of a function.
14. What is meant by "Principal amount".
15. If  $h(s) = s^2 - 8s + 5$  and  $s = f(t) = 10$ . Determine  $h(f(t))$ .
16. What is the purpose of studying matrix algebra.
17. Define the term "Annuity".
18. Differentiate compound interest method from simple interest method.
19. Write the general equation of horizontal asymptote.
20. Find the  $\lim_{x \rightarrow 3} \frac{x^2 - 9}{x - 3}$

P.T.O.

### Subjective

Attempt any FOUR questions. All questions carry equal marks.		
Q.1. a)	How much money would Mr. B receive after 3 years if he invests Rs. 10,000 today at 6% simple interest?	9
b)	If \$ 60,000 is to grow to \$180,000 over a ten year period, at what annual interest rate must it be invested, given that interest is compounded semi-annually.	8 ½
Q.2. a)	Solve the following simultaneous equations by Cramer's rule. $3x + 2y = 12$ $x + 5y = 17$	9
b)	Solve the following system of equations by using the concept of matrices. $2x + 3y = 10$ $4x + 8y = 24$	8 ½
Q.3. a)	Given $y = g(u) = u^2 - 4u + 10$ and $u = h(x) = x - 4$ , determine: 3. $g(h(x))$ 4. $g(h(-2))$	9
b)	$f(x) = x^3 + 2$ Sketch the above function.	8 ½
Q.4	Maximize $z = 4x_1 + 8x_2$ Subject to $2x_1 + x_2 \leq 32$ $x_1 + x_2 \leq 20$ $x_1 + x_2 \geq 0$	17 ½
Q.5 a)	Determine the inverse of a matrix $B = \begin{pmatrix} 1 & 1 & 1 \\ 3 & 0 & -4 \\ 1 & 2 & 5 \end{pmatrix}$	8 ½
(b)	If $A = \begin{pmatrix} 2 & 1 \\ 3 & 44 \end{pmatrix}$ , $B = \begin{pmatrix} 4 & 0 \\ 1 & 2 \end{pmatrix}$ and $C = \begin{pmatrix} 1 & 1 \\ 1 & 3 \end{pmatrix}$ Verify that $A(BC) = (AB)C$	9
Q.6 (a)	Compute the monthly mortgage payment, total payment and total interest for mortgage loan of Rs. 80,000 at 10% per year for 20 years.	9
(b)	Determine the domain of a function $F(x) = x/(8-x)$	8 1/2
Q.7	Differentiate the following $F(x) = \sqrt[5]{x-1}$ $F(x) = x/x - x^2$ $F(x) = (\frac{x^2}{2} - 10)(x^3 - 2x^2 + 1)$ $F(x) = 10x - 5$	17 1/2



# UNIVERSITY OF THE PUNJAB

First Year 2<sup>nd</sup> A/2015  
Examination: B.B.A. (Hons.)

Roll No. ....

Subject: Financial Accounting (Basic)  
PAPER: 6

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

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

## Objective Part

Q.No. 1

**Briefly explain any ten (10) terms given below:-**

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

## Subjective Part

### Q. No. 2

The balance sheet items of The Candy Shop (arranged in alphabetical order) were as follows at the close of the business on September 30, 2013.

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

The transactions occurring during the first week of October were:

- Oct.3** Additional capital stock was sold for \$30,000. The accounts payable were paid in full. (No payment was made on the notes payable.)
- Oct.6** More furniture was purchased on account at a cost of \$8,000, to be paid within 30 days. Supplies were purchased for \$900 cash from a restaurant supply center that was going out of business. These supplies would have cost \$2,000 if purchased under normal circumstances.
- Oct.1-6** Revenues of \$8,000 were earned and paid in cash. Expenses required to earn the revenues of \$3,200 were incurred and paid in cash.

#### Instructions:

- Prepare a balance sheet at September 30, 2013. (You will need to compute the missing figure for Notes Payable.)
- Prepare a balance sheet at October 6, 2013. Also prepare an income statement and a statement of cash flows for the period October 1-6, 2013. In your statement of cash flows, treat the purchase of supplies and the payment of accounts payable as operating activities.

### Q. No. 3

Lyons Inc. provides consulting services. A few of the company's business transactions occurring during June are described below :-

- On June 1, the company billed customers \$5,000 on account for consulting services rendered. Customers are required to make full payment within 30 days.
- On June 3, the company purchased office supplies costing \$3,200, paying \$800 cash and charging the remainder on the company's 30-day account at Office Warehouse. The supplies are expected to last several months.
- On June 5, the company returned to Office Warehouse \$100 of supplies that were not needed. The return of these supplies reduced by \$100 the amount owed to Office Warehouse.
- On June 17, the company issued an additional 1,000 shares of capital stock at \$5 per share. The cash raised will be used to purchase new equipment in September.
- On June 22, the company received \$1,200 cash from customers it had billed on June 1.
- On June 29, the company paid its outstanding account payable to Office Warehouse.
- On June 30, a cash dividend totaling \$1,800 was declared and paid to the common stockholders.

#### Required:

- Record each transaction in General Journal.
- Post each entry to appropriate ledger accounts.
- Prepare a trial balance.



**Q. No. 4**

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

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

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

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

**Q. No. 5**

Garden Wizards provides gardening services to both commercial and residential customers. The company performs adjusting entries on a monthly basis, whereas closing entries are prepared annually at December 31. An adjusted trial balance dated December 31, 2012, follows: -

**GARDEN WIZARDS**

**Adjusted Trial Balance  
December 31, 2012**

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

**Required: -**

Prepare an income statement and statement of retained earning for the year ended December 31, 2012. Also prepare the company balance sheet dated December 31, 2012.

### Q. No. 6

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

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

#### Instructions:

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

### Q. No. 7

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



# UNIVERSITY OF THE PUNJAB

First Year 2<sup>nd</sup> A/2015  
Examination: B.B.A. (Hons.)

Roll No. ....

Subject: Principles of Management  
PAPER: 7

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

Q.NO	QUESTIONS	MARKS
	<b>Section -1:</b> Attempt any four questions .All questions carry Equal Marks.	
1	a. Explain the concept of MANAGEMENT BY OBJECTIVES and Contrast it with traditional objective setting. b. Discuss the limitations and benefits of MBO program	17.5
2	It is said that managers do not always make rational decision. Do you agree or disagree? Comment. Discuss in details the DECISION MAKING PROCESS.	17.5
3	What is organizing? Discuss key elements of organizational structure/design?	17.5
4	Define organizational culture; identify the seven dimensions of organizational culture.	17.5
5	What is Motivation? Explain Maslow theory of Motivation.	17.5
6	What is importance of Controlling? Discuss the details of an effective control process.	17.5
7	A .Differentiate between efficiency and effectiveness. B .Explain Mintzberg's managerial roles.	17.5
	<b>Section II</b> <b>Attempt any 10 questions from the following. All questions carry equal marks.</b>	
8	1. Organizational culture 2. Departmentalization. 3. Strategic Management 4. HRM and Management 5. Mechanistic structure 6. XY theory of motivation 7. Authority 8. Centralization vs decentralization 9. Mission vs vision 10. Mean end chain 11. Specialization 12. Specific and General environment 13. Goal vs plans 14. Job Characteristic Model 15. Rationality vs bounded rationality	30



# UNIVERSITY OF THE PUNJAB

First Year 2<sup>nd</sup> A/2015  
Examination: B.B.A. (Hons.)

Roll No. ....

Subject: Business Communication  
PAPER: 8

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

## SECTION - 1

Attempt Four Questions. All questions carry equal marks.

S. No	Questions	Marks
Q1	Define communication and describe its six components with the help of a diagram.	[17.5]
Q2	Describe how correctness and courtesy can be applied while composing effective business messages.	[17.5]
Q3	Describe the individual cultural variables?	[17.5]
Q4	Justify ethics as a communication issue in corporations in a historical perspective.	[17.5]
Q5	As a challenge to the organization made by new technologies; define E-mail and explain its uses, how it works, and its etiquette and security issues.	[17.5]
Q6	There are five planning steps for preparing effective business messages. Discuss.	[17.5]
Q7	In good news messages there are seven types of favorable replies. Explain them in detail.	[17.5]

P.T.O.

## SECTION – II

Attempt any TEN Questions. Each question carry 3 marks.

S. No	Questions	Marks
	<ul style="list-style-type: none"><li>i. What is communication?</li><li>ii. What is abstracting?</li><li>iii. What is non-verbal communication?</li><li>iv. What is:<ul style="list-style-type: none"><li>a) Internal communication</li><li>b) Downward communication</li><li>c) Upward communication</li><li>d) Horizontal communication</li></ul></li><li>v. What are the challenges of communication in the global market?</li><li>vi. Define completeness with reference to communication.</li><li>vii. Define correctness with reference to communication.</li><li>viii. What is Ethnocentrism?</li><li>ix. What are individual cultural variables?</li><li>x. What are the formal ways of communicating ethics?</li><li>xi. What are the key areas for ethical communication?</li><li>xii. Define group ware.</li><li>xiii. Define faxes?</li><li>xiv. How people manage information outside the organization?</li><li>xv. What is meant by Inductive (Indirect) approach?</li></ul>	[30]



# UNIVERSITY OF THE PUNJAB

First Year 2<sup>nd</sup> A/2015  
Examination: B.B.A (Hons.)

Roll No. ....

Subject: Sociology (Elementary)  
PAPER: 9

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

## Objective Part

Define any 15 terms with examples.

Marks = 2 x 15 = 30 marks

1. Material culture
2. Negative sanction
3. Cultural relativism
4. Socialization
5. Positivism
6. Mores
7. Deviance
8. Subculture
9. Cultural Lag
10. Gender
11. Achieved status
12. Social Institution
13. Secondary group
14. Social Status
15. Social Sciences
16. Social stratification
17. Norms
18. Ethnicity
19. Sociology
20. Mass Media

## Subjective Part

Attempt any four questions. All questions carry equal marks (17.5 each).

1. Explain any three the elements of culture with examples.
2. Define Social Groups. Explain the two most important types of social groups.
3. Define social control. What are the formal and informal agents of social control?
4. Explain the relation of Sociology with Psychology and Political Science.
5. Write a note on Statuses and the Roles attached with them. Use a Role set to explain your answer.



# UNIVERSITY OF THE PUNJAB

First Year 2<sup>nd</sup> A/2015  
Examination: B.B.A. (Hons.)

Roll No. ....

Subject: Data Base Management System  
PAPER: 10

TIME ALLOWED: 2½ hrs.  
MAX. MARKS: 60

*Attempt this Paper on Separate Answer Sheet provided.*

## Subjective portion

Attempt any FOUR questions. All questions carry equal marks.

Q. No. 4 (15)

a)	Briefly describes Advanatges of Database Approach	(8)
b)	Differentiate Data and Metadata with respect to Database. Also gives examples to clear their difference.	(7)

Q. No. 5 (15)

a)	List major components of Database Environment	(5)
b)	Describe the responsibilities of Databse Administrator	(5)
c)	What are CASE TOOLS ? Briefly describe them	(5)

Q. No. 6 (15)

a)	Draw different symbols used in ERD alongwith their purpose (any five)	(5)
b)	Breifly discuss Degree of a Relationship	(5)
c)	What is an Associative Entity?	(5)

Q. No. 7 (15)

a)	Briefly describe Total Specialization and Partial Specialization Rules	(8)
b)	Three different types of Relationships are possible between two entities. Briefly discuss them	(7)

Q. No. 8 (15)

a)	Discuss any four Objects of MS-ACCESS Database	(8)
b)	What different Data types may be used for filed/column in MS-ACCESS.	(7)

Q. No. 9 (15)

a)	What are different properties of Relation in Relational Databse Model?	(8)
b)	How to create Many to Mnay relationship?	(7)

Q No.10 Define the following (15)

a)	Foreign Key.	(5)
b)	Network Database Structure.	(5)
c)	Transitive Dependency	(5)





# UNIVERSITY OF THE PUNJAB

Roll No. ....

First Year 2<sup>nd</sup> A/2015  
Examination: B.B.A. (Hons.)

Subject: Data Base Management System  
PAPER: 10

TIME ALLOWED: 30 min.  
MAX. MARKS: 20

*Attempt this Paper on this Question Sheet only.*

## Objective portion

Note: Attempt all questions

Q. No. 1. Encircle the most suitable option

(10)

- (1) Which is not a disadvantage of traditional file processing systems?  
(a) Program-data dependence (b) Reduced data redundancy  
(c) Limited data sharing (d) Lengthy development time
- (2) Which is NOT an advantage of the database approach?  
(a) Minimal data redundancy (b) Limited Data Sharing  
(c) Improved data quality (d) Reduced program maintenance
- (3) The first step in database development, in which the scope and content is specified, is called  
(a) Enterprise Data Modeling (b) Information Engineering.  
(c) Information Systems Architecture. (d) Maintenance
- (4) Software tools that provide automated support for the systems development process are \_\_\_\_\_ tools.  
(a) DBMS (b) OLAP  
(c) ERP (d) CASE
- (5) All the information collected during database development is stored in a  
(a) Repository (b) CASE  
(c) Data warehouse (d) ERP
- (6) A(n) \_\_\_\_\_ contains a subset of the conceptual schema, relevant to a particular group of users.  
(a) Conceptual Schema (b) Internal Schema  
(c) Physical Schema (d) External Schema
- (7) A(n) \_\_\_\_\_ contains the specifications for how data will be stored.  
(a) Conceptual Schema (b) User view  
(c) Physical Schema (d) External Schema
- (8) A rule/condition that must be followed with respect to data recording in database  
(a) Data Integrity (b) Primary Key  
(c) Data Constraint (d) Business Function
- (9) An organized collection of logically related data  
(a) Metadata (b) Database  
(c) DBMS (d) File Organization
- (10) A significant object about which the business needs information  
(a) Entity (b) Record  
(c) Field (d) File

**P.T.O.**

Q. No. 2. Mark T (TRUE) or F (FALSE) accordingly

(10)

(1)	Data and Metadata have same meanings	
(2)	The management of metadata is more important than the management of the actual data.	
(3)	Legacy data is data contained by a previously used system.	
(4)	A user view is a logical description of a portion of the database.	
(5)	A repository is a centralized knowledge base for all type of data stored in database.	
(6)	A significant object about which the business needs information is called Record.	
(7)	DBMS ensures that only valid data will be stored in database	
(8)	Data Dictionary/ Data Repository is an optional component of DBMS	
(9)	SQL Server is a type of DBMS	
(10)	Often database development begins with enterprise data modeling.	
(11)	Physical database design is one of the first steps of the Database Development.	
(12)	A conceptual schema defines the whole database without reference to how the data stored on secondary storage devices.	
(13)	Database Maintenance means the process of testing of programs.	