# UNIVERSITY OF THE PUNJAB

First Year: Annual – 2018
Examination: B.B.A. (Hons.)

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

### SHORT QUESTION PORTION

*NOTE:* *Attempt all questions.*

نوٹ: تمام سوالات کے جوابات لکھیں۔

**Q.1.** Write down brief answers of these questions. (5 x 4 = 20)

سوال نمبرا: ان سوالات کے مختصر جوابات دیں۔

i. Write down four lines on the introduction of the Holy Quran.

قرآن پاک کے تعارف پر چار سطریں لکھیے۔ i.

ii. Enlist practices of Islam.

عبادات اسلام لکھیں۔ ii.

iii. Write down four lines about Sura-tul-Furqan.

سورۃ الفرقان کے بارے میں چار سطریں لکھیے۔ iii.

iv. Point out four disadvantages of not saying prayers.

نماز نہ پڑھنے کے چار نقصانات لکھیے۔ iv.

v. Enlist four sources of Islamic Law.

اسلامی قانون کے چار مآخذ لکھیے۔ v.

### SUBJECTIVE PORTION

**Q.2.** Write down only one of translations and explanation of the
following Quranic verses. (6 + 4 = 10)

سوال نمبر۲: درج ذیل قرآنی آیات میں سے صرف ایک کا ترجمہ اور تشریح لکھیے۔

وَالَّذِیْنَ یَقُوْلُوْنَ رَبَّنَا اصْرِفْ عَنَّا عَذَابَ جَهَنَّمَ اِنَّ عَذَابَهَا کَانَ غَرَامًا۔ (الف)

وَمَنْ تَابَ وَعَمِلَ صَالِحًا فَاِنَّهٗ یَتُوْبُ اِلَی اللّٰهِ مَتَابًا۔ (ب)

**Q.3.** Translate and explain any one of the Ahadith. (6 + 4 = 10)

سوال نمبر۳: نیچے درج شدہ احادیث نبوی ﷺ میں سے کسی ایک کا ترجمہ اور تشریح لکھیے۔

اَفْضَلُ الْاَعْمَالِ الْحُبُّ فِی اللّٰهِ وَالْبُغْضُ فِی اللّٰهِ۔ (الف)

لَا یُؤْمِنُ اَحَدُکُمْ حَتّٰی یَکُوْنَ ھَوَاهُ تَبِعًا لِمَا جِئْتُ بِهٖ۔ (ب)

**Q.4.** Write down effects of Oneness of Allah on human life. (10)

سوال نمبر۴: توحید کے انسانی زندگی پر اثرات لکھیں۔

OR

Enlist benefits of saying prayers.

نماز ادا کرنے کے فوائد لکھیں۔

P.T.O.

**NOTE:** *Attempt any TWO questions.*

نوٹ: درج ذیل میں سے صرف دو سوالات کے تفصیلی جوابات لکھیں۔

Q.1. Write an essay on the importance of Religion. (25)

سوال نمبر۱: مذہب کی اہمیت پر مضمون لکھیں۔

Q.2. Enlist important teaching of Jesus the Christ (A.S.) (25)

سوال نمبر۲: حضرت عیسیٰ علیہ السلام کی اہم تعلیمات لکھیں۔

Q.3. Argue on Holy Prophet (Peace be Upon Him) as Rahmatlil-Alameen. (25)

سوال نمبر۳: آنحضرت ﷺ کے رحمۃ للعالمین ہونے پر دلائل دیں۔

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## Pakistan Studies

**NOTE:** Question No. 1 is Compulsory. From the last, subjective portion only two questions should be answered.

نوٹ: سوال نمبر ایک (۱) لازمی ہے۔ آخری، بیانیہ حصہ میں سے تین سوالات میں سے کوئی سے دو سوالات کے جوابات لکھیں۔

Q.1. Answer these questions briefly. (5 x 4 = 20)

سوال نمبر۱: ان سوالات کے مختصر جوابات دیں۔

i. Write down four books by Mujadid Alaf Sani.

i. مجدد الف ثانی رحمہ کی چار کتابوں کے نام لکھیں۔

ii. Do we mean by "Real Change" by change in Government Policies, for economic uplift for masses?

ii. کیا حقیقی تبدیلی سے مراد حکومتی پالیسیوں کے بدلنے سے عوام کے معاشی سدھار میں آنے والی بہتری ہے۔

iii. Write down four causes of failure of Tehreek-e-Jehad.

iii. تحریک جہاد کی ناکامی کی چار وجوہات لکھیں۔

iv. Enlist two causes of Partition of Bengal.

iv. تقسیم بنگال کی دو وجوہات لکھیں۔

v. In elections 1945-46 what kind of victory Muslim League got.

v. ۱۹۴۵-۱۹۴۶ کے انتخابات میں مسلم لیگ کو کیسی کامرانی ملی؟

### SUBJECTIVE PORTION

Q.2. Write down services of Shah Wali Ullah. (15)

سوال نمبر۲: شاہ ولی اللہ کی خدمات لکھیں۔

Q.3. Write down an essay on Two Nation Theory. (15)

سوال نمبر۳: دو قومی نظریے پر جامع مضمون لکھیں۔

Q.4. Enlist early Problems of Pakistan. (15)

سوال نمبر۴: پاکستان کے ابتدائی مسائل لکھیں۔

# UNIVERSITY OF THE PUNJAB

## First Year: Annual – 2018
## Examination: B.B.A. (Hons.)

**Subject: English (Functional)**
**PAPER: 2**

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

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

**Q1. a) Fill in the blanks with the correct form of verbs given in the brackets. (10)**

1. We _____ a lot of profit in cotton business. (will earning, has earned, earned)
2. He _____ a new bicycle next week. (bought, will buy, has been buying)
3. Did you think you _____ me somewhere before? (have seen, had seen, saw)
4. Unless we _____ now we can't be on time. (started, start, will start)
5. They _____ the President of Pakistan yesterday. (meet, have met, met)
6. The old man _____ asleep while he was driving. (fell, fall, has fallen)
7. I know all about that movie because I _____ it thrice. (have seen, seen, will see)
8. The guests _____ at 12:45am. (departs, have been departing, departed)
9. The sole of my shoe is _____ out. (wear, worn, has been worn)
10. My younger brother _____ to be a doctor. (have been wanting, wanting, wants)

**b) Add Question Tags or short answers to the following :- (10)**

1. It's very cold today _____
2. Her mother is a teacher. _____
3. Are you married? No, _____
4. Saad dislikes chicken. _____
5. They have bought a new factory. _____

**c) Give One word for the following :- (10)**

1. A match in which neither party wins
2. A work for which no salary is paid
3. A list of books
4. Science of animals
5. Having all sorts of power

**Q.2. Change the Narration of any SEVEN of the following sentences: (17.5)**

1. He said to his friend, "How's your family?"
2. The poor old beggar says, "May Allah reward this kind act of yours"!
3. The father said to the children, "Honesty is the best policy".
4. "Sit down, boys", said the teacher.
5. I said to my younger sister, "Do not read so fast".
6. Saleem said to his servant, "Go away".
7. The crying woman said, "Alas! I am undone".
8. They said to us, "Let us go out for a walk tonight".
9. The young girl said, "Father, what is that queer object?"
10. "Where do you live?" says the Police Officer.

**Q.3. Change the VOICE of any SEVEN of the following sentences: (17.5)**

1. She asked him his profession.
2. All the class fellows laughed at Naseem.
3. Alas! We shall hear his voice no more.
4. He was telling jokes.
5. Why do you make a noise?

**P.T.O.**

6. Not a word was spoken by Hameed.
7. Did the Prime Minister deliver an impressive speech?
8. The doctor informed the patient of his slow recovery.
9. Shall I ever forget those happy days?
10. Always respect your elders.

**Q.4. Synthesize any SEVEN of the following sentences:** (17.5)
1. His father is an industrialist. He sent him to Europe for higher studies.
2. The sailor got great honour. He saved the life of a drowning baby.
3. The king died. His only son came to the throne.
4. She has no money. She cannot return the loan.
5. Aslam has six children. He must provide for them.
6. Ali hurt his left foot. He stopped walking.
7. He was exhausted of repeated failures. He immigrated to Japan.
8. My father felt tired. He laid his office work aside and slept.
9. I cannot see. It is very dark.
10. The distance was long. The wind was icy.

**Q.5.** Write a letter of advice to your younger brother who complains that he does not know how to improve his English. **(17.5)**

**Q.6.** Write a report for local news channel about the Health Problems in your city. Suggest some measures to the Health Department to improve the situation. **(17.5)**

**Q.7. Write an essay on any ONE of the following topics: (300-350 words)** **(17.5)**

a. Economic Problems of Pakistan    b. General Elections 2018

c. Life in a Metropolitan    d. My Role Model

**Q.8. Read the following passage and answer the questions given at the end:** **(17.5)**

Teaching, more even than most other professions, has been transformed during the last hundred years from a small, highly skilled profession concerned with the minority of the population, to a large and important branch of the public service. The profession has a great and honorable tradition, extending from the dawn of history until recent times, but any teacher in the modern world who allows himself to be inspired by the ideas of his predecessors is likely to be made sharply aware that it is not his function to teach what he thinks, but to instill such beliefs and prejudices as is thought useful by his employers. In former days a teacher was expected to be a man of exceptional knowledge or wisdom, to whose words men would do well to attend. In antiquity teachers were not an organized profession, and no control was exercised over what they thought. It is true that they were often punished afterwards for their subversive doctrines. Socrates was put to death and Plato is set to have been thrown into prison, but such incidents didn't interfere with the spread of the doctrines.

**Questions:**
1. What were the teachers supposed to be in the olden days?
2. What change has occurred in the profession of teaching?
3. Can a modern teacher teach according to his own ideology?
4. Make a Precis of the above passage and suggest a suitable title.

# UNIVERSITY OF THE PUNJAB

**First Year: Annual – 2018**

**Examination: B.B.A. (Hons.)**

**Subject: Introduction to Business**

**PAPER: 3**

**TIME ALLOWED: 3 Hrs.**

**MAX. MARKS: 100**

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***NOTE: Attempt FIVE questions in all. Question No. 7 is compulsory.***

| | | |
|---|---|---|
| Q: 1 | Define Business and Explain in detail <br> i)- Industry ii)- Trade iii)- Commerce | 15 |
| Q: 2 | Define Partnership and discuss in detail its advantages and disadvantage. | 15 |
| Q: 3 | What are the main contents of Partnership Deed. Also discuss the effects of Non-Registration of Firm? | 15 |
| Q: 4 | Explain in detail the procedure followed for incorporation of a public limited company. | 15 |
| Q: 5 | Explain in detail the difference between: <br> a) Share and Debentures. <br> b) Private Limited Company & Public Limited Company | 15 |
| Q: 6 | Explain in detail channels of distribution for Consumer goods. | 15 |
| Q: 7 | Write Short Notes on: <br> a) Proprietorship <br> b) Statutory Meetings <br> c) Board Resolutions <br> d) Chartered Company <br> e) Unlimited Liability <br> f) Registered Office <br> g) Brokerage <br> h) Lien on Shares | (5X8) 40 |

# UNIVERSITY OF THE PUNJAB
## First Year: Annual – 2018
## Examination: B.B.A. (Hons.)

Subject: **Introduction to Computer Science**

PAPER: 4

MAX. TIME: 1 Hr. 30 Min.

MAX. MARKS: 50

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

## OBJECTIVE PORTION

Note: Attempt all Questions:

Encircle the MCQS on Question Paper only:     (2x20=40)

**1. Which of the following is not an electronic computer?**
A) ENIAC          B) ABC          C) UNIVAC          D) EDVAC

**2. What is the name of the display feature that highlights are of the screen which requires operator attention?**
A) Pixel          B) Reverse video          C) Touch screen          D) Cursor

**3. Which is the largest computer?**
A) Mainframe Computer          B) Mini Computers          C) Micro Computers          D) Super Computers

**4. Which of the following are the best units of data on an external storage device?**
A) Bits          B) Bytes          C) Hertz          D) Clock cycles

**5. The personal computer industry was started by**
A) IBM          B) Apple          C) Compaq          D) DELL

**6. What is meant by a dedicated computer?**
A) Which is used by one person only          B) Which is assigned one and only one task
C) Which uses one kind of software          D) Which is meant for application software

**7. Which programming languages are classified as low level languages?**
A) Basic, COBOL, FORTRAN          B) Prolog 2, Expert Systems
C) Knowledge based Systems          D) Assembly Languages

**8. What was the main disadvantage of vacuum tubes?**
A) They were larger in size          B) They consumed a lot of electricity
C) They produced heat and often burned out          D) The operation cost was high

**9. Registers, which are partially visible to users and used to hold conditional, are known as**
A) PC          B) Memory address registers          C) General purpose register          D) Flags

**10. Which is not a computer of first generation?**
A) ENIAC          B) UNIVAC          C) IBM 360          d) IBM 1401

**11. The act of retrieving existing data from memory is called**
A) Read-out          B) Read from          C) Read          D) All of above

**12. Which part of the computer is used for calculating and comparing?**
A) Disk unit          B) Control unit          C) ALU          D) Modem

**13. ABC is a**
A) Special purpose computer          B) General purpose computer
C) All Purpose Computer          D) None of above

**14. The computer code for the interchange of information between terminals is**
A) ASCII          B) BCD          C) EBCDIC          D) All of above

**15. When was the X window system born?**
A) 1984          B) 1989          C) 1988          D) 1990

**16. What is the first stage in software development?**
A) Specification and design          B) Testing          C) System Analysis          D) Maintenance

**P.T.O.**

**17. Which of the following is valid statement?**
A) Data in itself is useless unless it is processed   B) The data that is processed is called a program
C) data is not yet processed is information  D) Information  processed by computer to generate data.

**18. The Second Generation Computer was based on .**
A) Vacuum Tube          B) Silicon Chips              C) Transistor                D) Bio Chips

**19. EBCDIC stands for**
A) Extended Binary Coded Decimal Interchange Code   B) Extended Bit Code Decimal Interchange Code
C) Extended Bit Case Decimal Interchange Code      D) Extended Binary Case Decimal Interchange Code

**20. Personnel who design, program, operates and maintains computer equipment refers to**
A) Console-operator          B) Programmer          C) Peopleware          D) System Analyst

## Q.No.2: what are the abbreviations stands for:                                (10X1=10)

| 1  | GIS    |  |
|----|--------|--|
| 2  | OCR    |  |
| 3  | EIS    |  |
| 4  | GDSS   |  |
| 5  | DDS    |  |
| 6  | CBIS   |  |
| 7  | SCM    |  |
| 8  | EEPROM |  |
| 9  | UNIVAC |  |
| 10 | FAT    |  |

# UNIVERSITY OF THE PUNJAB

### First Year: Annual – 2018
### Examination: B.B.A. (Hons.)

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

**Subject: Introduction to Computer Science**
**PAPER: 4**

**TIME ALLOWED: 1 Hr. 30 Mins.**
**MAX. MARKS: 30**

## ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED
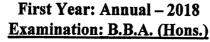
### SUBJECTIVE PORTION

Note: Attempt ANY three Questions: All questions carry equal marks:      10x3=30

Q.No.3: Define and explain the followings                 (5+5)

   a)  Hyberid Computer

   b)  Computer based infromation system with diagram in detail.

Q.No.4:                                                   (5+5)

   a)  What is RAM and ROM explain its all types in detail.

   b)  What are the output devices explain in detail with examples?

Q.No.5:                                                   (5+5)

   a)  What is printer explain its two types in detail?

   b)  What are the types of protocol explain in detail.

Q.No.6:                                                   (5+5)

   a)  What is word processing explain its document formatting and text?

   b)  What are differences between web portal and web sites?

Q.No.7:                                                   (5+5)

   a)  How to recover data from the system explain it in detail.

   b)  What are the types of printer explain in detail

# UNIVERSITY OF THE PUNJAB

**First Year: Annual – 2018**

**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. Write the general equation of Vertical asymptote.
2. Write down the standard form of linear equation involving one variable.
3. Write down the Multiplication rule of differentiation.
4. Write down the formula for calculating present value of annuity.
5. What is the purpose of Linear Programming technique?
6. What is the property of addition matrix?
7. Define the concept of mortgage and write down the formula used to calculate it .
8. If $h(s) = 2s^2 - 18s + 5$ and $s = f(t) = 25$. Determine $h(f(t))$.
9. Find the determinant of

   $A = \begin{pmatrix} 2 & 4 \\ 4 & 8 \end{pmatrix}$
10. Find out 2(3A + 2B) for the given matrices.

$$A = \begin{pmatrix} 2 & 5 \\ 3 & 2 \end{pmatrix}, \qquad B = \begin{pmatrix} 1 & 0 \\ 1 & 2 \end{pmatrix}$$

11. Differentiate                $f(x) = 10e^{x^2}$
12. Differentiate f(x) = $10x^2 + 55x - 10$
13. Define Square matrix.
14. Define Range of a function with example.
15. Define derivative of a function.
16. Define Quadratic and cubic functions.
17. Define the concept of absolute inequality.
18. Define 'Principal amount'.
19. Calculate the effective annual interest rate where nominal rate is 15%.
20. Add given matrices $A = \begin{pmatrix} 7 & 3 \\ 5 & -2 \end{pmatrix}$ and $B = \begin{pmatrix} -2 & 5 \\ 3 & 2 \end{pmatrix}$

**P.T.O.**

$$\boxed{\textbf{Subjective}}$$

Attempt any four questions. All questions carry equal marks.

| Q-1(a) | Solve the following simultaneous equation by Cramer's rule<br>x - 5y = -85<br>2x +4y = 40 | 9 |
|---|---|---|
| (b) | Evaluate the determinant of<br>$$\begin{matrix} -1 & -2 & -3 \\ 3 & -4 & \\ 0 & 0 & 8 \end{matrix}$$ | 8 ½ |
| Q-2 (a) | Differentiate the following function<br>$$\frac{3x^2 + 5x - 5}{1 - x^3}$$ | 9 |
| (b) | Sketch the following function<br>F(x) = $x^4$ + 1 | 8 ½ |
| Q-3 | Minimize $z = 20x_1 + 8x_2$<br>Subject to $x_1 + x_2 \geq 20$<br>$\quad\quad 2 x_1 + x_2 \leq 48$<br>$\quad\quad x_1 \quad \leq 20$<br>$\quad\quad x_1 + x_2 \leq 30$<br>$\quad\quad x_1 + x_2 \geq 0$ | 17 ½ |
| Q-4 (a) | A sum of $8,000 is invested in a saving account which pays interest at a rate of 9% per year compounded annually. If the amount is kept on deposit for 6 years, what will the compound amount equal? How much interest will be earned during the six years. | 8 ½ |
| (b) | Determine the present value of the series of 25 semi- annual payments of $10000 each which begins in 6 months. Assume interest of 10% per year compounded semiannually. | 9 |
| Q-5 | A $10,000 certificate of deposit earns interest of 8% per year compounded quarterly. Complete the following table with regard to quarterly compounding. What is total interest over the one year period?<br><table><tr><td>Quarterly compounding</td><td>Principal</td><td>Interest</td><td>Compound Amount</td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr></table> | 17 ½ |
| Q-6 (a) | Given $y = g(u) = u^2 + 2u$ and $u = h(x) = x^3$, determine:<br>1. $g(h(x))$<br>2. $g(h(2))$<br>3. $g(h(0))$ | 9 |
| (b) | Determine the domain of a function<br>F(x) = $\sqrt{-t - 10}/ -3t^3 + 5t^2 + 10$ | 8 ½ |
| Q-7 | A Ball is thrown straight up into the air. The height of the ball can be described as a function of time according to the function<br>H(t) = $-16t^2$+ 128t | 17 1/2 |
| | Where h(t) is height measured in feet and t is time measured in seconds. | |
| (a) | Determine the average rate of change in height between t=0 and t=2. Between t=0 and t=4. | |
| (b) | How long does it take for the ball to hit the ground (h=0)? | |

# UNIVERSITY OF THE PUNJAB
### First Year: Annual – 2018
### Examination: B.B.A. (Hons.)

**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 is meant by term cash discount?
2. What is meant by prepaid expenses?
3. What is insolvency?
4. What is unclaimed dividend?
5. What is compound entry?
6. What is periodic inventory system?
7. List down steps involved in closing of temporary accounts.
8. What is contingent liability?
9. Define Partnership?
10. What is meant by accrued revenue?
11. Give five examples of current liabilities.
12. What is dividend? How it is closed give entry?
13. What is subsidiary ledger account.
14. Define after closing trial balance.
15. What is stock holder equity?

# Subjective Part

## Q. No. 2

The items making up the balance sheet of Rankin Truck Rental at December 31, 2016 are listed below in tabular form:

| | Cash | + | A/c Rec. | + | Trucks | + | Equipment | = | A/c Payable | + | Note Payable | + | Capital Stock |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | ASSETS | | | = | Liabilities | | | | Owner Equity |
| Bal. | $9,500 | | $13,900 | | $68,000 | | $3,800 | = | $10,200 | | $20,000 | | $65,000 |

Early in January 2017, the following transactions were carried out by Rankin Truck Rental:

1) Bought equipment at a cost of $2,700. Paid cash.
2) Collected $4,000 of accounts receivable.
3) Paid $3,200 of accounts payable.
4) Borrowed $10,000 from a bank. Signed a note payable for that amount.
5) Purchased two trucks for $30,500. Paid $15,000 cash and signed a note payable for the balance.
6) Sold additional stock to investors for $75,000.

### Instructions:

- List the December 31 balances of assets, liabilities, and owner's equity in tabular form as shown above.
- Record the effects of each of the six transactions in the tabular format of **Accounting Equation.**

## Q. No. 3

Trafflet Enterprises incorporated on May 3, 2016. The company engaged in the following transactions during its first month of operations;

| | |
|---|---|
| May 03 | Issued capital stock in exchange for $800,000 cash. |
| May 04 | Paid May office rent expense of $1,000. |
| May 05 | Purchased office-supplies for $400 cash. The supplies will last for several months. |
| May 15 | Purchased office equipment for $ 8,000 on account. The entire amount is due on June 15. |
| May 18 | Purchased a company car for $27,000. Paid $7,000 cash and issued a note payable for the remaining amount owed. |
| May 20 | Billed client $32,000 on account. |
| May 26 | Declared a $5,000 dividend. The entire amount will be distributed to shareholders on June 26. |
| May 29 | Paid utilities for the month of May $200. |
| May 30 | Received $30,000 from clients billed on May 20. |
| May 31 | Recorded and paid salary expense of $14,000. |
| May 31 | Paid Insurance Premium in advance for seven months with effect from June 2016 to December 2016 $35,000 cash. |
| May 31 | Received service revenue in advance from clients $27,500. |

### Required:

Prepare journal entries, including explanations for the above transactions.

## Q. No. 4

Sweeney & Associates a large marketing Firm adjusts its amount at the end of each month. The following information is available.

i. A bank loan has been obtained on December 1. Accrued interest on the loan at December 31 amount to $1200 no interest expenses has get been recorded.

ii. Depreciation of firm's office building is based on an estimated life of 25 years. The building was purchased in 1998 was $330000.

iii. Accrued, but unbilled revenue during December amounts to $64000.

iv. On March 1, the firm paid $1800 to revenue a 10 months insurance policy the entire amount was recorded as prepaid insurance.

v. The firm received $ 14000 from the King Biscuit Company in advance of developing a six months marketing campaign. The entire amount was initially recorded as unearned revenue at December 31, $3500 had actually been earned by the firm.

vi. The company's policy is to pay its employers every Friday since December 31 fell on a Wednesday, there was an accrued liability for salaries amounting to $ 2400.

**Record the necessary adjusting Journal entries on December 31, 2016.**

## Q. No. 5

Roland industries uses a perpetual inventory system. On January 1 the inventory account had a balance of $1.2 million. During the first few days of January the following transactions occurred:

Jan 2   Purchased merchandise on credit from McNamer Supply for $ 106,000.
Jan 3   Sold merchandise for cash $ 98,000. The cost of this merchandise was $75,000.

**Required**:-

a) Prepare entries in General Journal form to record the above transactions.
b) What was the balance of the inventory account at the close of business January 3?

## Q. No. 6

Define the term Gross Profit Margin. Explain several ways in which management might improve a company's overall profit margin.

## Q. No. 7

Silver Lining, Inc., provides investment advisory services. The company adjusts its accounts monthly, but performs closing entries annually on December 31, 2015.

### Silver Lining Inc.
### Un-Adjusted Trial Balance
### December 31, 2015

| Particulars | Debits ($) | Credit ($) |
|---|---|---|
| Cash | 42,835 | |
| Accounts receivable | 2,000 | |
| Office supplies | 205 | |
| Prepaid rent | 1,200 | |
| Unexpired insurance | 270 | |
| Office equipment | 54,000 | |
| Accumulated depreciation : Office Equipment | | 35,250 |
| Accounts payable | | 1,400 |
| Interest payable | | 360 |
| Income taxes payable | | 1,750 |
| Notes payable | | 9,000 |
| Unearned consulting services revenue | | 3,500 |
| Capital stock | | 30,000 |
| Retained earnings | | 8,000 |
| Dividends | 1,000 | |
| Consulting services revenue | | 60,000 |
| Office supplies expense | 605 | |
| Depreciation expense :Office equipment | 8,250 | |
| Rent expense | 3,525 | |
| Insurance expense | 1,010 | |
| Salaries expense | 27,100 | |
| Interest expense | 360 | |
| Income taxes expense | 6,900 | |
| **Total** | **149,260** | **149,260** |

### Other Data:

1) Accrued but unrecorded and uncollected consulting services revenues totals $1,500 at December 31, 2015.
2) The company determined that $ 2,500 of previously unearned consulting services revenue had been earned at December 31, 2015.
3) Office supplies on hand at December 31, 2015 total $ 110.
4) The company purchased all of its equipment when it first began business. At that time, the estimated useful life of the equipment was six years (72 months)
5) Accrued but unpaid salaries total $ 1,900 at December 31, 2015.
6) The company's CPA estimates that income taxes expense for the entire year is $7,500. The unpaid portion of this amount is due early in 2016.

### Required:

1) Prepare the necessary journal entries on December 31, 2015.
2) Prepare an Income Statement, Statement of Retained Earnings and company's Balance Sheet for the year ended December 31, 2015.

# UNIVERSITY OF THE PUNJAB

### First Year: Annual – 2018
### Examination: B.B.A. (Hons.)

**Subject: Principles of Management**

**PAPER: 7**

**TIME ALLOWED: 3 Hrs.**

**MAX. MARKS: 100**

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**Section – I** (Marks 70)

**Note: Attempt any four questions. All questions carry equal marks.**

1- Define organization. Discuss the modern day organizational structure. (17.5)
2- Describe an organization using systems approach. (17.5)
3- Define environment. Discuss the components of specific and general environments. (17.5)
4- Define decision. Also explain the six characteristics of an effective decision making process. (17.5)
5- Define goals and plans. Explain the different types of plans. (17.5)
6- Define training. Describe the different types of training and how each type of training can be provided. (17.5)
7- Define motivation. Explain Herzberg's two factor theory. (17.5)

**Section – II** (Marks 30)

**Note: Attempt any ten questions. All questions carry equal marks.**

i- Organization
ii- Hawthorne studies
iii- Omnipotent v ew
iv- Bounded rationality
v- Escalation of commitment
vi- Chain of command
vii- Formalization
viii- Realistic job preview (RJP)
ix- McClelland's three-needs theory
x- Job characteristic model
xi- Equity theory
xii- Stock options program
xiii- Concurrent control
xiv- Management information system
xv- Corporate governance

# UNIVERSITY OF THE PUNJAB
### First Year: Annual – 2018
### Examination: B.B.A. (Hons.)

## Section – I

**Attempt any FOUR questions. All questions carry equal marks.**

**Q.1.** What are the difficulties in the process of effective Communication? How can these difficulties be overcome?                                    17.5

**Q.2.** Draw a format of a Business Letter indicating the positions of all essential and non-essential parts of a business letter.                     17.5

**Q.3.** Write a note on Internet and other Communication Technologies for managing information inside a business organization.                         17.5

**Q.4.** Define Communication. Explain the Process of Communication with the help of a Flow Chart.                                                      17.5

**Q.5.** What are the 7 Cs of Communication? Describe how Consideration and Conciseness can make a business message effective.                          17.5

**Q.6.** Write a detailed note on the Individual Cultural Variables.                  17.5

**Q.7.** Define ethics. "Making ethical decision is relatively easy when all the facts of a situation are known". Elaborate this statement.             17.5

## Section – II

**Attempt any TEN questions. Each question carries 3 marks.**                  **30**

 i.  What is AIDA plan?
 ii.  What is meant by C.V.?
 iii.  What is meant by Cultural barriers in business communication?
 iv.  What is meant by feed-back?
 v.  What is the difference between Encoder and Decoder?
 vi.  What is meant by Buffer Statement?
 vii.  Define inferences
 viii.  What is the importance of 'Subject Line'?
 ix.  Define Connotation.
 x.  Enlist TWO types of Verbal communication.
 xi.  What is the difference between Horizontal and Vertical Communication?
 xii.  Explain the term KINESICS.
 xiii.  What are Cross Cultural messages?
 xiv.  Define Ethical Communication.
 xv.  Explain the term Paralanguage.

# UNIVERSITY OF THE PUNJAB

## First Year: Annual – 2018
### Examination: B.B.A. (Hons.)

**Subject: Sociology (Elementary)**
**PAPER: 9**

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

Objective type
**Define briefly any 15 of the following.** (2 Marks each)

- Social groups
- Ascribed status
- Achieved status.
- Culture
- Sub culture
- Social change
- Social mobility
- Race
- Gender
- Poverty
- Socialization
- Co-operation
- Cultural variability.
- Sociology
- Social interaction
- Direct interaction
- Symbolic interaction.
- Symbol
- Norms
- Value

**Subjective part**
**Note: Attempt any FOUR questions. All questions carry equal marks.** (17.5 each)

1. What is status? Describe its types with suitable examples.
2. Define Culture. Explain factors responsible for cultural variability.
3. Discuss in detail social problems of Pakistan.
4. Define culture. Explain its characteristics in detail.
5. Define sociology. Explain its relation with other any three sciences.

# UNIVERSITY OF THE PUNJAB
### First Year: Annual – 2018
### Examination: B.B.A. (Hons.)

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

**Subject: Data Base Management System**
**PAPER: 10**

**TIME ALLOWED: 3 Hr.**
**MAX. MARKS: 80**

## OBJECTIVE PORTION

Note: Attempt all Questions;

Q. NO 1:     Mark T" for True and F" for False accordingly.     (2x10=20)

| | | |
|---|---|---|
| 1 | A report generator is used to update files. | |
| 2 | The method of access which uses key transformation is known as hash. | |
| 3 | E-R model uses this symbol to represent weak entity set Doubly outlined rectangle. | |
| 4 | DBMS helps achieve Centralized control of data. | |
| 5 | The conceptual model is independent of both hardware and software. | |
| 6 | Database provides better technology for client/server and network architectures. | |
| 7 | Which of the following is a valid SQL type character, numeric and Alphanumeric. | |
| 8 | The RDBMS terminology for a row relational attribute row. | |
| 9 | A primary key is a field whose values identify one and only one record in the same file. | |
| 10 | Database level is closest to the external user. | |

Q.No.2 : Define the following short Questions: (on Answer sheet)     (4x5=20)

1. What is a end user explain briefly?
2. Define functions of conceptual model.
3. Write the components of RDBMS.
4. What is ER model draw its diagram?
5. What is enterprise constraint explain how it work in brief manner.

## Q.No 3: What does the following stands for: (on Answer sheet)     (10 marks)

| | | | |
|---|---|---|---|
| 1 | DDR | 6 | IRC |
| 2 | DDL | 7 | SDLC |
| 3 | ATM | 8 | URL |
| 4 | HTTPS | 9 | TPS |
| 5 | HTML | 10 | GDSS |

**P.T.O.**

## SUBJECTIVE PORTION

**Attempt only three Questions. All Questions Carry Equal Marks:**     **(3x10=30)**

| | |
|---|---|
| **Q.No.4:**                                      **(5+5)** | |
| a) How to mapping the tables from ER- Diagram explain in detail? | |
| b) Define and explain the entity types of super and sub-class. | |

**Q.No.5:**                                  **(5+5)**

a) What are the functionality of specialization and generalization explain in detail.

b) How internal external and conceptual architecture works explain in diagram?

**Q.No.6**                                    **(5+5)**

a) Differentiate OODM and Record based data models in detail.

b) Define and explain the basic functionality of multi-user DBMS.

**Q.No.7:**                                  **(5+5)**

a) Define and explain data redundancy and data inconsistency in detail.

b) How structural constraints work explain its functionality in depth.

**Q.No.8: Define and explain the Followings:**              **(5+5)**

a) Null integrity

b) Purpose of views