

UNIVERSITY OF THE PUNJAB



Third Year A/2016
Examination: B.B.A. (Hons.)

Roll No.

Subject: Credit Management
PAPER: 1

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

Q: 1	Define Credit and Explain in detail the Credit appraisal methods.	20
Q: 2	What is Financial Credit and discuss the role of Financial Credit in expansion of the business.	20
Q: 3	Write a Critical note on Consumer Collection Policies and Practices.	20
Q: 4	Explain in detail the role of Credit in economic growth.	20
Q: 5	Define Mortgage and discuss in detail different types of mortgages.	20
Q: 6	Develop a note to highlight financing of Retail and Service Credit Transaction.	20



UNIVERSITY OF THE PUNJAB

Third Year A/2016
Examination: B.B.A. (Hons.)

Roll No.

Subject: Business Research Methods
PAPER: 2

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. Question # 1 is compulsory. All questions carry equal marks.

Q. 1: Briefly discuss the following: (4 x 5).

(Marks: 20)

- I. Internal and External Proposal
- II. Data Mining Process
- III. Focus Groups
- IV. Validity and Reliability of Data

Q. 2: Define business research. Also explain the research process and designing of the study.

(Marks: 20)

Q. 3: With the help of examples, explain the causal and descriptive studies. Also discuss the differences between causal and descriptive studies.

(Marks: 20)

Q. 4: Explain the concepts of population and sampling? With the help of examples, elaborate the various non-probability sampling techniques.

(Marks: 20)

Q. 5: What is meant by questionnaire / instrument? Briefly explain the categories, structure, content, wording and sources of questions.

(Marks: 20)

Q. 6: What is meant by pilot testing? Why is it important and what are its benefits for the overall research?

(Marks: 20)

Q. 7: Briefly explain the various rating scales. Also, discuss the characteristics of good measurement scales? Support your answer with the help of suitable examples.

(Marks: 20)