



UNIVERSITY OF THE PUNJAB

Fourth Year: 2nd A – 2017 & A – 2018

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

Roll No.

Subject: Managerial Accounting (Finance Specialization)

PAPER: 1

MAX. TIME: 3 Hrs.

MAX. MARKS: 100

Special Examination, Jeddah, K.S.A.

**Note: Attempt any FIVE questions including Question 1 which is Compulsory.
All questions carry equal marks.**

Objective Part

Question 1.

Briefly explain the terms given below any ten (10).

(10x2=20)

- 1) Differential Cost
- 2) Mixed Cost
- 3) Departmentalization
- 4) Absorption Costing
- 5) Cost estimation
- 6) Make or buy decisions
- 7) Pricing of financial products
- 8) Cost-Volume-Profit analysis
- 9) Break-even point in units and dollars
- 10) Contribution
- 11) Hypothetical cost
- 12) Budgeting
- 13) Methods for splitting mixed costs
- 14) Variance analysis
- 15) Cost drivers

Subjective Part

Question 2.

During June, Danby Company's material purchases amounted to 6,000 pounds at a price of \$7.30 per pound. Actual costs incurred in the production of 2,000 units were as follows:

Direct labor:	\$116,745 (\$18.10 per hour)
Direct material:	\$30,660 (\$7.30 per pound)

The standard for one unit of Danby Company's product as follows:

Direct labor:	Direct material:
Quantity, 3 hours per unit	Quantity, 2 pounds per unit
Rate, \$18 per hour	Price, \$7 per pound

Compute:

- Direct material price and quantity variances.
- Direct labor rate and efficiency variances.

(20 marks)

Question 3.

The Harrison Company's sales forecast for the next quarter, ending June 30, indicates the following:

Product	Expected Sales
Ceno.....	21,000 units
Nepo.....	37,500
Teno.....	54,300

Inventories at the beginning and desired quantities at the end of the quarter are as follows:

Product	March 31	June 30
Ceno.....	5,800 units	6,200 units
Nepo.....	10,600	10,500
Teno.....	13,000	12,200

(20 marks)

Required: A production budget for the second quarter

Question 4.

The Prakash Company is comparing its present absorption costing practices with direct costing methods. An examination of its records produced the following information.

Maximum plant capacity.....	40,000 units
Normal capacity.....	36,000
Fixed factory overhead	\$54,000
Fixed marketing and administrative expenses.....	20,000
Sales price per unit.....	10
Standard variable manufacturing cost per unit.....	4
Variable marketing expense per unit sold.....	1

For the year the following data are available:

Budgeted production.....	36,000 units
Actual production.....	30,000
Sales.....	28,000
Finished goods inventory, January 1	1,000

Required:

- Marginal costing income statement.
- Operating income if absorption costing had been used.

(20 marks)

Question 5.

Last month the Henke Company had sales of \$220,000, a C/M ratio of 40%, and M/S ratio of 30%. During the current month, a decrease in the sales price and a decrease in fixed costs have resulted in a C/M ratio of 36% and M/S ratio of 24%.

Required:

- The amount sales decreased.
- New break-even point.
- Profit during the current month.
- Decrease in the fixed costs.

(20 marks)**Question 6.**

a) Buck company manufactures part 1700 for use in its assembly operation. Costs per unit for 5,000 units of part 1700 are:

Direct materials.....	\$ 2
Direct labor.....	12
Variable factory over-head.....	5
Fixed factory over-head.....	<u>7</u>
Total unit cost.....	\$26

Hollow company has offered to sell buck 5,000 units of part 1700 for \$27 each. If Buck accepts, some of the facilities presently used to manufacture part 1700 could be used to help with the manufacture of part 1211, thus saving \$40,000 in relevant cost in its manufacture and eliminating \$3 per unit of fixed factory over-head applied to part 1700.

Required:

Advise the buck company whether it should make the product in house or buy from outside at price \$27 per unit.

b) Armstrong Corporation manufactures bicycle parts. The company currently has a \$21,000 inventory of parts that have become obsolete due to changes in design specifications. The parts could be sold for \$9,000, or modified for \$12,000 and sold for \$22,300.

Required:

Which of the data above are relevant to the decision about that obsolete parts? Prepare an analysis of the decision.

(20 marks)**Question 7.**

The following data refer to San Fernando Fashions Company for the year 2015:

Sales revenue.....	\$950,000
Work-in-process inventory, December 31.....	30,000
Work-in-process inventory, January 1.....	40,000
Selling and administrative expenses.....	150,000
Income tax expense.....	90,000
Purchases of raw material.....	180,000
Raw-material inventory, December 31.....	25,000
Raw-material inventory, January 1.....	40,000
Direct labor.....	200,000
Utilities: plant.....	40,000
Depreciation: plant and equipment.....	60,000
Finished-goods inventory, December 31.....	50,000
Finished-goods inventory, January 1.....	20,000
Indirect material.....	10,000
Indirect labor.....	15,000
Other manufacturing overhead.....	80,600

Required:

- Prepare San Fernando Fashions' schedule of cost of goods manufactured for the year.
- Prepare San Fernando Fashions' schedule of cost of goods sold for the year.

(20 marks)



UNIVERSITY OF THE PUNJAB

Fourth Year: 2nd A – 2017 & A – 2018

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

Roll No.

Subject: Financial Analysis (Finance Specialization)

PAPER: 2

MAX. TIME: 3 Hrs.

MAX. MARKS: 100

Special Examination, Jeddah, K.S.A.

*Note: Attempt any FIVE questions including Question 1 which is Compulsory.
All questions carry equal marks.*

Q.No. 1

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

- What are the determinants of stock price?
- List down the Stock valuation models
- What is the role of Beta Factor?
- Growth company Vs. Growth stock
- Define debt service coverage ratio
- Define time interest earned
- What is meant by shareholders value added?
- What is meant by value added?
- What is meant by economic value added?
- What is meant by diluted EPS?
- How you will define return on assets?
- Define dividend payout
- Define book value per share
- How you will define Cash and cash equivalents?
- What is meant by Intrinsic value of stock?

Subjective Part

Q.No. 2

The assets of XYZ Limited consists of fixed and current while its current liabilities comprise bank credit and trade credit in the ratio of 2:1. From the following figures relating to the company for the year 2017.

Share capital	Rs.199,500
Working capital	45,000
Gross profit	20%

Stock turnover	6
Average collection period	2 months
Current ratio	1.5
Quick ratio	0.9
Reserves and surplus to cash	3

Required:

Prepare its balance sheet showing the details for working:

Q.No. 3

The following are the Balance Sheet of Sunshine Limited for the years ending 31st December, 2016 and 2017.

Liabilities	2017 Rs.	2016 Rs.	Assets	2017 Rs.	2016 Rs.
Equity share capital	330,000	200,000	Fixed assets less		
Pref. Shares Capital	150,000	100,000	Depreciation	350,000	240,000
Reserves	30,000	20,000	Stock	50,000	40,000
Profit and Loss A/c	20,000	15,000	Debtors	125,000	100,000
Bank overdraft	50,000	50,000	Bills Receivables	60,000	20,000
Creditors	50,000	40,000	Prepaid expenses	12,000	10,000
Provision for taxation	25,000	20,000	Cash in hand	53,000	40,000
Proposed dividend	25,000	15,000	Cash at bank	30,000	10,000
Total	680,000	460,000	Total	680,000	460,000

Required:-

Prepare a comparative Balance Sheet of the company and study its financial position.

Q.No. 4

The following information pertains to Mughal Steels Mills Limited.

	Rs.
Profit after tax (PAT)	300,000
Ordinary dividend	200,000
Share capital (100,000 shares of Rs.10 each)	1,000,000
Market price per share	25
Retained Earnings	500,000

You are required to calculate:

- 1) Dividend cover
- 2) Earning per share (EPS)
- 3) Dividend per share (DPS)
- 4) Earning yield
- 5) Dividend yield
- 6) Price earning ratio
- 7) Payout ratio
- 8) Book value per share

Q.No. 5

From the summarized balance sheet given below of a company calculate:

- | | |
|-------------------------------------|---------------------------------|
| i) Stock turnover ratio | ii) Debtors turnover ratio |
| iii) Working capital turnover ratio | iv) Fixed assets turnover ratio |

LIABILITIES	Rs.	ASSETS	Rs.
Equity	124,000	Fixed assets	2,08,000
Long term loans	110,000	Stock	46,000
Current liabilities	74,000	Debtors	44,000
		Cash	10,000
Total	3,08,000	Total	3,08,000

Additional information:

Sales	Rs. 400,000
Gross Profit	20%

Q.No. 6

In which manner the Short term liquidity and Efficiency of a firm is analyzed. Please discuss in detail.

Q.No. 7

How you will review the annual report of a public limited company keeping in view the following features:

- Chairman Review
- CSR Report
- Corporate Governance Report
- Risk Management Report



UNIVERSITY OF THE PUNJAB

Fourth Year: 2nd A – 2017 & A – 2018

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

Roll No.

Subject: Small Business Management
(Marketing / Finance Specialization)

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

PAPER: 3

Special Examination, Jeddah, K.S.A.

Note: Attempt any FIVE questions including Question 8 which is Compulsory.
All questions carry equal marks.

Q: 1	Elaborate the different source of financing for a business?	17.5
Q: 2	What are the advantages of a family owned business?	17.5
Q: 3	Elaborate the strategies of maintaining good government relations and business ethics?	17.5
Q: 4	Briefly explain the process of supplier selection in small business?	17.5
Q: 5	Critically examine the marketing problems faced by small-scale enterprises?	17.5
Q: 6	Explain the concept of capacity utilization with the help of installed capacity and idle capacity?	17.5
Q: 7	Define small scale business. Also discuss its major characteristics.	17.5
Q: 8	Define any TEN of the following a) Business buying behaviour b) Promotion c) Organizing d) Recruitment e) Merger vs Acquisition f) Systematic risk g) Shopping Goods h) Breakeven Point i) Controlling j) Features of service k) Franchise l) Brain storming m) Field force analysis n) Unsystematic risk o) Planning vs Controlling	30



UNIVERSITY OF THE PUNJAB

Fourth Year: 2nd A – 2017 & A – 2018

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

Roll No.

Subject: Pakistan Economy

(Marketing / Finance Specialization)

MAX. TIME: 3 Hrs.

MAX. MARKS: 100

PAPER: 4

Special Examination, Jeddah, K.S.A.

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

- Q.No1. Explain the land reforms in Pakistan? What is the impact of land reforms in the history of Pakistan? How far government of Pakistan was successful? Discuss? (20)
- Q.No2. Give an overview of agriculture sector of Pakistan? Why there is less production in agriculture? How can we increase agriculture yield in Pakistan? Give measures? (20)
- Q.No3. Define balance of payments? Why Pakistan has been facing deficit in balance of payments? How can we correct the adverse balance of payments in Pakistan? (20)
- Q.No4. Define agriculture price policy? Analyze the agriculture price policy with special reference to wheat prices in Pakistan? (20)
- Q.No5 Discuss some major social and economic problems facing Pakistan today? What are their general causes? Give some measures to overcome these problems? (20)
- Q.No6. Critically evaluate the social sector of Pakistan? Identify major social issues facing Pakistan today? Also give some measures for the betterment of society? (20)
- Q.No7. Write a short note on any **TWO** of the followings? (20)
- Balance of Payments
 - Trade Policy
 - Agricultural Marketing



UNIVERSITY OF THE PUNJAB

Fourth Year: 2nd A – 2017 & A – 2018

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

Roll No.

Subject: Mathematics (Advanced)
(Marketing / Finance Specialization)

MAX. TIME: 3 Hrs.

MAX. MARKS: 100

PAPER: 5

Special Examination, Jeddah, K.S.A.

Section 1

Attempt all Questions

1. Define the following terms. All questions carry equal marks. 20
 - i. Given the equation $2x + 5y = 7$ determine the pair of values that satisfies the equation when $x = 5$
 - ii. What does slope of a straight horizontal line represent explain geometrically?
 - iii. Define linear equations.
 - iv. Define perpendicular lines.
 - v. Define definite integral
 - vi. Write standard form of linear equation involving one variable.
 - vii. Define Y-intercept, write down its equation.
 - viii. Define Ordinary Differential Equations.
 - ix. Re-write the equation in slope intercept form of $-5x + \frac{y}{3} = 20$
 - x. Define continuity

Section 2

Attempt any Four Questions.

- 2a. The fare for riding a cab is as follows: \$1.75 for the first mile or part, \$0.50 for each additional mile or part. (a) Determine C (d) an equation representing the cost C of the ride in terms of the distance d traveled. (b) How much does it cost for a 10 mile ride? 10
- b. Marketing department of a company has an advertising budget of \$3 million. The marketing manager have identified three advertising options: radio commercials, television commercials and billboard advertisements, the cost of these media options average \$5000, \$20,000 and \$ 14000 respectively. If x_j equals the number of units purchased of media option j , then write an equation which requires total advertising expenditures of \$3 million. If it has been determined that 300 radio ads, and 150 billboard ads will be used, how much television ads can they purchase? If 50 TV ads are to be purchased, what is the maximum number of radio ads that can be purchased? 10

P.T.O.

- 3a. When the price is \$50 per radio, a producer will supply 100 radios each month for sale. For each \$2 increase in price the producer will supply an additional 6 radios. How many radios are supplied if their per unit price is \$72? 10
- b. Determine an equation for the line (a) parallel (b) perpendicular to $3x + 7y = 11$ and passing through the point $(1, -32)$ 10
- 4a. Let 10

$$f(x) = \begin{cases} x + 1 & \text{if } x < 0 \\ x - 1 & \text{if } x \geq 0 \end{cases}$$

- Determine the function is continuous at $x=0$
- b. Find limit of following function 10
- $$\lim_{x \rightarrow 0} \frac{x(x^2 - 1)}{x^2}$$
5. Integrate following functions 20

$$\int x^2(x^3 - 6x + 7)dx$$

$$\int \left(\frac{5}{x} - 2e^x + 7 \right) dx$$

6. Solve following Definite Integrals 20

$$\int_{1/3}^{1/2} \frac{e^{1/x}}{x^2} dx$$

$$\int_0^1 x^3 + x\sqrt{x^4 + 2x^2 + 1} dx$$

7. Find the General and particular solution of differential equation: 20
- $dy/dx = (3x - 10x)(x^3 - 5x^2 + 9)$, $f(2) = 15$



UNIVERSITY OF THE PUNJAB

Fourth Year: 2nd A – 2017 & A – 2018

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

Roll No.

Subject: Taxation Management (Advanced)
(Finance Specialization)

MAX. TIME: 3 Hrs.

MAX. MARKS: 100

PAPER: 7

Special Examination, Jeddah, K.S.A.

Note: Attempt any FIVE questions including Question No. 1 which is Compulsory.
All questions carry equal marks.

Section 1

Q. No.1. Define any five of the following term with reference to Income Tax Ordinance 2001:

- a) Stock fund
- b) Dividend
- c) Company
- d) Profit on debt
- e) Resident Individual
- f) Tax Year
- g) Turnover
- h) Associates

Section 2

Q. No. 2 State whether the following incomes are exempt from tax or not, if exempt from tax, state the conditions for exemption:

- 1 Income of National Investment Trust
- 2 Amount of Gratuity or Commutation of Pension
- 3 Income from Gwadar Port Operations

Q. No. 3 Explain various types of depreciation allowances. Narrate the conditions for admissibility of depreciation under the Income Tax Ordinance, 2001.

Q.No. 4 Briefly explain the legal provisions governing the filing of return of total income under the income tax law.

Q. No. 5 Discuss the various types of reliefs and allowances which can be claimed as tax credits by individual.

Q. No. 6 Define the following terms under Sales Tax Act, 1990:

- a) Tax Invoice
- b) Tier-1 Retailers
- c) Cottage industry
- d) Output Tax

P.T.O.

Q. No.7 From the following data, calculate the tax payable of Mr. Akram Jan for the tax year ended 30th June 2017.

- a. Basic Salary Rs. 320,000
- b. Cost of living Allowance Rs. 70,000.
- c. Special pay for the year Rs. 54,000.
- d. Conveyance allowance Rs. 44,000
- e. House rent allowance 181,000.
- f. Medical allowance Rs. 54,000.
- g. Contribution to recognized provident fund by employee Rs. 32,000
- h. Contribution to recognized provident fund by employer Rs. 32,000
- i. Interest received on accumulates balance @ 14% Rs. 16,000.
- j. Zakat paid under Zakat Usher Ordinance during the year Rs. 40,000.
- k. Agricultural income Rs.2 80,000
- l. Capital gain on sale of private company securities (holding period within 12 months) Rs. 35,000.
- m. Tax deducted at source from salary Rs. 2,000 p.m.
- n. Donation to government hospital Rs. 35,000.
- o. Property income Rs. 500,000, and also received Rs 50,000 adjustable advance
- p. Share from Association of Persons Rs. 40,000
- q. Dividend Income Rs. 20,000

Extract of Rates of Tax for salaried persons for Tax Year 2017

1.	Upto Rs. 4,00,000	Nil
2.	Rs. 400,000 to Rs. 5,00,000	2% of the amount exceeding Rs. 4,00,000
3.	Rs. 500,000 to Rs. 7,50,000	Rs. 2000 + 5% of the amount exceeding Rs. 5,00,000
4.	Rs. 750,000 to Rs. 14,00,000	Rs. 14,500 + 10% of the amount exceeding Rs. 7,50,000
5	Rs. 1400,000 to Rs. 15,00,000	Rs. 79,500 + 12.5% of the amount exceeding Rs. 14,00,000
6	Rs. 1500,000 to Rs. 18,00,000	Rs. 92,000 + 15% of the amount exceeding Rs. 15.00,000
7	Rs. 1800,000 to Rs. 25,00,000	Rs. 137,000 + 17.5% of the amount exceeding Rs. 18,00,000
8	Rs. 2500,000 to Rs 30,00,000	Rs. 2,59,500+ 20% of the amount exceeding Rs. 25,00,000



UNIVERSITY OF THE PUNJAB

Fourth Year: 2nd A – 2017 & A – 2018

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

Roll No.

Subject: Statistics (Advanced)
(Marketing / Finance Specialization)

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

PAPER: 8

Special Examination, Jeddah, K.S.A.

Section 1

Attempt all Questions

1. Define the following terms. All questions carry equal marks. 20
- Consumer Price Index Number
 - Time Series
 - Statistic
 - Stratified Random Sampling
 - Inferential Statistics
 - Null and Alternative Hypothesis
 - Type I Error
 - Properties of Chi-square distribution
 - Acceptance and Rejection Region
 - Sketch the ANOVA Table for two way classification

Section 2

Attempt any Four Questions.

2. The prices and the numbers of various items produced by a small machine and stamping plant are reported below. Calculate Use 2000 as the base. 20

Item	2000		2009	
	Price (\$)	Quantity	Price (\$)	Quantity
Washer	0.07	17,000	0.10	20,000
Cotter pin	0.04	125,000	0.03	130,000
Stove bolt	0.15	40,000	0.15	42,000
Hex nut	0.08	62,000	0.10	65,000

- Determine Laspeyres' price index.
- Determine the Paasche price index.

3. Listed below is the number of movie tickets sold at the Library Cinema-Complex, in thousands, for the period from 1998 to 2010. Compute a five-year moving average. Describe the trend in yield. 20

1998	8.61	2005	6.61
1999	8.14	2006	5.58
2000	7.67	2007	5.87
2001	6.59	2008	5.94
2002	7.37	2009	5.49
2003	6.88	2010	5.43
2004	6.71		

P.T.O.

4. Draw all possible random samples of size $n_1=2$ with replacement from a finite population consisting of 4, 6, 8,. Similarly draw all possible random samples of size $n_2=2$ with replacement from another finite population consisting of 1, 2, 3. Find the possible sample differences between the sample means of two populations. Construct the sampling distribution of the differences of sample means and compute its mean and variance. Then verify the results of mean and variance of sampling distribution of difference of sample means with the population. 20
- 5a. A sample of 49 observations is taken from a normal population with a standard deviation of 10. The sample mean is 55. Determine the 99 percent confidence interval for the population mean. 10
- b. Schadek Silkscreen Printing Inc. purchases plastic cups on which to print logos for sporting events, proms, birthdays, and other special occasions. Zack Schadek, the owner, received a large shipment this morning. To ensure the quality of the shipment, he selected a random sample of 300 cups. He found 15 to be defective. 10
- What is the estimated proportion defective in the population?
 - Develop a 95 percent confidence interval for the proportion defective.
 - Zack has an agreement with his supplier that he is to return lots that are 10 percent or more defective. Should he return this lot? Explain your decision.
- 6a. Mary Jo Fitzpatrick is the vice president for Nursing Services at St. Luke's Memorial Hospital. Recently she noticed in the job postings for nurses that those that are unionized seem to offer higher wages. She decided to investigate and gathered the following information. 10
- | Group | Mean Wage | Standard Deviation | Sample Size |
|----------|-----------|--------------------|-------------|
| Union | \$20.75 | \$2.25 | 40 |
| Nonunion | \$19.80 | \$1.90 | 45 |
- Would it be reasonable for her to conclude that union nurses earn more? Use the .02 significance level. What is the p-value?
- b. GfK Custom Research North America conducted identical surveys five years apart. One question asked of women was "Are most men basically kind, gentle, and thoughtful?" The earlier survey revealed that, of the 3,000 women surveyed, 2,010 said that they were. The later revealed 1,530 of the 3,000 women surveyed thought that men were kind, gentle, and thoughtful. At the .05 level, can we conclude that women think men are less kind, gentle, and thoughtful in the later survey compared with the earlier one? 10
- 7a. The regression equation is $\hat{Y} = 29.29 - 0.96X$, the sample size is 8, and the standard error of the slope is 0.22. Use the .05 significance level. Can we conclude that the slope of the regression line is less than zero? 10
- b. The regression equation is $\hat{Y} = 11.18 - 0.49X$, the sample size is 12, and the standard error of the slope is 0.23. Use the .05 significance level. Can we conclude that the slope of the regression line is less than zero? 10



UNIVERSITY OF THE PUNJAB

Fourth Year: 2nd A – 2017 & A – 2018

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

Roll No. in Fig.

Roll No. in Words.

Subject: E-Commerce
(Marketing / Finance Specialization)

MAX. TIME: 1 Hr. 30 Min.

MAX. MARKS: 50

Signature of Supdt.:

PAPER: 9

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.

Special Examination, Jeddah, K.S.A.

Q.NO.1 : Mark T for True and F for False(2x20=40 Marks)

T/F

1	E-business refers to aspects of online business involving exchanges among customers, business partners and vendors.	
2	Personalization refers to greeting customers as soon as they enter a business's Web site so that they feel welcomed at the site	
3	The storefront model is a basic form of e-commerce in which the buyer and the seller interact indirectly through independent sales Web sites.	
4	Shopping carts allow users to store items in layaway for later purchase.	
5	Merchant databases only store product and shipping information.	
6	Internet users can assume the role of either bidder or seller in an online auction.	
7	Sellers might set the opening bid lower than the reserve price in order to limit the number of bids.	
8	Auction sites do not require a payment from the participating parties when a transaction is completed.	
9	Portal sites force consumers to flip through multiple locations rather than having all the information in a central location.	
10	Portals have many advantages for consumers such as assisting users in collecting product information, thus facilitating comparison-shopping.	
11	Horizontal portals are specific portals that offer a great deal of information pertaining to a single area of interest.	
12	The name-your-price business model empowers customers by allowing them to state the price they are willing to pay for products and services.	
13	The comparison-pricing model is designed to sell products to groups of people in a single transaction, thus reducing cost per person.	
14	Final agreements in a bartering transaction involve only products.	
15	A turnkey solution is a prepackaged business solution.	
16	A point of sale transaction occurs when customers present credit cards at stores.	
17	Many people still resist online credit-card transactions because of security concerns.	
18	Micropayments are payments that generally do not exceed \$5.	
19	Merchants earn additional money from each and every credit-card transaction that they are involved in regardless of the amount a consumer spends.	
20	It is computationally infeasible to deduce a private key from a public key.	

P.T.O.

Q.NO.1(B) What does the following stands for:

(10)

i. B2G

ii. OECD

iii. IBM

iv. SMTP

v. HTTPS

vi. SCM

vii. DDR

viii. HTML

ix. OOP

x. GIS



UNIVERSITY OF THE PUNJAB

Fourth Year: 2nd A – 2017 & A – 2018

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

Roll No.

Subject: Financial Institutions and Services
(Marketing / Finance Specialization)

MAX. TIME: 3 Hrs.

MAX. MARKS: 80

PAPER: 10

Special Examination, Jeddah, K.S.A.

Note: Attempt any FIVE questions including Question 7 which is Compulsory.

Q: 1	Discuss the role of Government in Strengthening Financial Markets.	15
Q: 2	Define Insurance and Explain: a) Whole Life Insurance Policy b) Universal Life Insurance Policy c) Variable Life Insurance Policy	15
Q: 3	What are different types of securities accepted by Financial Institution?	15
Q: 4	Discuss in detail the role of ICP in promotion of Mutual Funds in Pakistan.	15
Q: 5	Define Letter of Credit and Explain different types of Letter of Credit.	15
Q: 6	Define Financial Markets and Write a detailed note on Primary and Secondary Markets.	15
Q: 7	Write Short Notes on: a) Clearing Function b) Mortgage c) Car Financing d) Lockers e) ATM f) Saving Accounts g) ZTBL h) Term Deposit	(5X8) 40