



# UNIVERSITY OF THE PUNJAB

Part-I: Annual - 2017  
Examination: M.B.A.  
(3½ Years Programme)

Roll No. ....

Subject: Principles of Management  
PAPER: 1

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

Note: Attempt any FIVE questions in total. Question No.1 and Question No.8 are compulsory.

## Question No. 1:

### (a) Indicate True or False

(10)

1. If the goals are too easy to accomplish or impossible to accomplish, they are not motivating.
  - a. True
  - b. False
2. Conceptual skills become less important as a manager moves into top management.
  - a. True
  - b. False
3. A distinct purpose is important in defining an organization.
  - a. True
  - b. False
4. Economic conditions are part of the organization's specific environment.
  - a. True
  - b. False
5. Organizational cultures influence how employees behave in an organization.
  - a. True
  - b. False
6. The general environment refers to environmental factors operating inside an organization.
  - a. True
  - b. False
7. Making decisions is with the essence of management.
  - a. True
  - b. False
8. The ideal situation for making decisions is low risk.
  - a. True
  - b. False
9. Planning provides direction to managers and non-managers alike.
  - a. True
  - b. False
10. When uncertainty is high and managers must be flexible in order to respond to unexpected changes, directional plans are preferable.
  - a. True
  - b. False

### (b) Multiple Choice Questions:

(10)

1. Someone who works with and through other people by coordinating their work activities in order to accomplish organizational goals is \_\_\_\_\_.
  - a. an assembly line worker
  - b. a laborer
  - c. a manager
  - d. a salesperson
2. The process of monitoring, comparing, and correcting is called \_\_\_\_\_.
  - a. controlling
  - b. coordinating

- c. leading
  - d. organizing
3. All organizational cultures consist of each of the following except \_\_\_\_\_.
- a. shared values
  - b. principles
  - c. innovation
  - d. traditions
4. External environment refers to \_\_\_\_\_.
- a. forces outside the organization that limit the organization's performance
  - b. factors and forces outside the organization that affect the organization's performance
  - c. forces and institutions inside the organization that affect the organization's performance
  - d. forces inside the organization that increase the organization's performance
5. Each of the following is considered an organizational supplier except providers of \_\_\_\_\_.
- a. financial inputs
  - b. labor inputs
  - c. materials
  - d. political pressure
6. Work teams composed of individuals from various functional specialties are known as \_\_\_\_\_ teams.
- a. differentiated
  - b. product
  - c. cross-functional
  - d. weak
7. Governmental regulations, powerful labor unions, and other critical environmental forces constrain managers' options and \_\_\_\_\_ the impact of planning on an organization's performance.
- a. reduce
  - b. increase
  - c. neutralize
  - d. don't affect
8. Official statements of what an organization says and what it wants its various stakeholders to believe are referred to as \_\_\_\_\_.
- a. real goals
  - b. stated goals
  - c. committed goals
  - d. comprehensive goals
9. Which statement accurately defines work specialization?
- a. It is the degree to which tasks are grouped together.
  - b. Individual employees specialize in doing part of an activity rather than the entire activity.
  - c. Jobs are ranked relative only to their worth or value to the businesses.
  - d. It clarifies who reports to whom.
10. Departmentalization based on \_\_\_\_\_ groups' jobs is based on the territory or physical location.
- a. functional
  - b. product
  - c. geographic
  - d. matrix

<b>Subjective Part</b>		
<b>Q: 2</b>	Discuss six elements of organizational design. Differentiate between organic and mechanistic structures.	18
<b>Q: 3</b>	What is Motivation? Explain and illustrate Herzberg's Motivation-Hygiene Theory.	18
<b>Q: 4</b>	What is Organizational Culture? Differentiate between strong and weak culture and write down its dimensions.	18
<b>Q: 5</b>	Explain the importance of planning for manager. Also describe the types of Plans and Goals that are used in an organization.	18
<b>Q: 6</b>	What is controlling? Define its process in detail. Why is it important?	18
<b>Q: 7</b>	Define Leadership. Explain Path Goal Theory in detail.	18
<b>Q: 8</b>	<p style="text-align: center;"><u>Case Study</u></p> <p style="text-align: center;"><b>WESTWARD EXPORTS LIMITED</b></p> <p>In mid-1984 Mr. Mahmood, the General Manager of Westward Exports Limited, Karachi, Pakistan was trying to implement a management information system. He was facing resistance from Mr. Saleem, his most Senior Supervisor. Mr. Mahmood wondered what he could do to overcome this resistance.</p> <p><b>Company Background</b> Westward Exports was an exporter of ladies' cotton garments. It was a private company established in 1971. It was a family run business and all four directors were brothers. Over the past fourteen years the exports of the company had grown from Rs. 0.71 million in 1972-73 to Rs. 59.76 million in 1984. Almost 90% of the exports went to USA. It owned no manufacturing facility of any kind. It purchased cotton cloth from six different textile mills and had the cloth dyed and printed. This fabric was then passed on to 138 stitching subcontractors. The company had been expanding the product line over the years and by 1983 it was exporting about one million garments in over one hundred basic designs. The 100 designs were presented in a range of fabric types, shades, designs and sizes.</p> <p>When seen in the context that the company had to get all these things done through subcontractors, the managerial control of the operations became quite challenging. The directors who had always been actively involved in each and every aspect of the business, and made all the decisions by themselves, felt the heat of changing situations. They appreciated the problem and decided to hire some professional assistance to bring more control to their operations.</p> <p><b>Mr. Mahmood</b> Mr. Mahmood was hired in late 1983 to be the new general manager. He was an agricultural graduate who had about fifteen years of marketing and sales experience with a multinational organization. He also had attended more than a dozen management development courses. The directors were confident that he could introduce some new control measures to help ensure the continued success of the company.</p> <p>Mr. Mahmood quickly determined that if Westward Exports was to remain in business it immediately must eliminate the haphazardness in its operations. No proper costing, no scheduling, no progress sheets or order status reports, no follow up charts, or for that matter no control procedure worth the name existed. "It was all so nebulous" he concluded. He worked late hours to</p>	26

comprehend fully the nature and scope of the company's business and its coordination and working relationships without contractors. Almost immediately he started to design a proper system to help cure the lack of control and information available.

#### **Mr. Saleem**

Out of about 200 old employees in the company, the key operating manager was Mr. Saleem. Saleem joined the company in 1973 as a production officer, nearly the lowest rung in the company's hierarchy. He distinguished himself because of his hard work and was promoted to be a supervisor. By 1982, Saleem under direct supervision of the directors was looking after every activity in manufacturing. Right from raw material procurement to packing and shipping of finished garments, he was coordinating all of the activities. Because of the varied nature of his duties and his dedication to work, he was able to learn all the ins and outs of the business. Saleem also was considered to be man with a photographic memory. He virtually ran the whole business from the information stored in his head. "I have abhorrence for paperwork," said Saleem. "My work load is so great that I am always engrossed in my job. Even my dreams are job related," he added. "But due recognition has always been awarded to me by my director."

#### **Current Situation**

Mr. Saleem initially cooperated with Mr. Mahmood. However, when Mr. Mahmood started to implement some of the new systems and procedures, Mr. Saleem refused to go along with them. Mr. Saleem even questioned the very need for such a drastic change. "Ask me about anything ... any detail of fabric, any garments any exports order ... for that matter anything that has happened in this company since I joined and I will tell you instantly. Why are you bothering the people here with such clerical burdens? These luxuries are all right for big companies, but not for us. We cannot spare people for such unproductive things."

Mr. Mahmood understood that Mr. Saleem was close to the director and was the senior-most supervisor. Therefore, his opposition could not be taken lightly. Mr. Mahmood also felt that others might say that he had neither the general management experience nor any particular experience in the garment industry.

#### **Conclusion**

Nevertheless, Mr. Mahmood was confident that the company did need the change and as soon as possible. He was troubled; however, with the resistance to accommodate his new systems, he would not be able to do the job.

#### **ANSWER THE FOLLOWING QUESTIONS**

1. Do you agree with Mr. Saleem that "such luxuries are for big companies, but not for us"? Why or why not?
2. What mistake did Mr. Mahmood make?
3. How should Mr. Mahmood handle the current situation?



# UNIVERSITY OF THE PUNJAB

Roll No. ....

Part-I: Annual - 2017  
Examination: M.B.A.  
(3½ Years Programme)

Subject: Business Communication & Report Writing  
PAPER: 2

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

**NOTE: Attempt Objective Type on this Question Sheet only and Subjective Type on separate Answer Sheet Provided. Please return the Question paper alongwith your Answer Sheet.**

**Attempt FIVE questions in total. Q. No. 1 is compulsory.**

1 (a)	<p><b>Multiple Choice Questions – Encircle the right choice:</b></p> <ul style="list-style-type: none"><li>❖ The main purpose of a transmittal is<ul style="list-style-type: none"><li>a. presenting a document</li><li>b. endorsing a document</li></ul></li><li>❖ When evaluating the credibility of Internet information, consider<ul style="list-style-type: none"><li>a. The source</li><li>b. The subject</li></ul></li><li>❖ List your degrees and jobs in reverse chronological order i.e.<ul style="list-style-type: none"><li>a. Latest at the end</li><li>b. Latest at the beginning</li></ul></li><li>❖ Carefully planned visuals can make a presentation more<ul style="list-style-type: none"><li>a. Lengthy</li><li>b. Interesting</li></ul></li><li>❖ Draft Contract is an essential part of<ul style="list-style-type: none"><li>a. Short report</li><li>b. proposal</li></ul></li><li>❖ Supervision of workflow via computer<ul style="list-style-type: none"><li>a. Voicemail</li><li>b. Groupware</li></ul></li><li>❖ AIDA formula may be used for<ul style="list-style-type: none"><li>a. Financial Assistance</li><li>b. When customer is at fault</li></ul></li><li>❖ Harassment means subjecting an employee to<ul style="list-style-type: none"><li>a. Torment</li><li>b. Punishment</li></ul></li><li>❖ Which one is preferred in Communication?<ul style="list-style-type: none"><li>a. Connotation</li><li>b. Denotation</li></ul></li><li>❖ Life Blood of every organization<ul style="list-style-type: none"><li>a. Communication</li><li>b. Ethics</li></ul></li></ul>	[10]
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P.T.O.

1 (b)	<p>TRUE / FALSE – Encircle the right choice:-</p> <ol style="list-style-type: none"> <li>1. Time is a major factor in overall communication cost.</li> <li>2. For delivering bad news message courtesy is the major factor.</li> <li>3. A memo is a part of Non-verbal communication.</li> <li>4. Collecting your data is a part of five planning steps of process of preparing effective business message.</li> <li>5. Never use headings for marking segments in a proposal</li> <li>6. Team work destroys the workers' motivation.</li> <li>7. A message of appreciation can become an important part of someone's personnel file.</li> <li>8. Informality of tone has no place in Business communication</li> <li>9. A "marketing plan" and a "business plan" are essentially the same thing.</li> <li>10. Revision is an outgoing activity that occurs throughout the composition process.</li> </ol>	(10) T/F T/F T/F T/F T/F T/F T/F T/F T/F
Q2.	<p>Answer the following short questions:-</p> <ol style="list-style-type: none"> <li>i. Briefly write about the functional resume.</li> <li>ii. Bring out the difference between the chronological resume and combination resume.</li> <li>iii. Why is stating career objective in a resume significant?</li> <li>iv. What factors must we remember when revising our resume?</li> </ol>	(20)
Q3. a)	Enlist any ten punctuation marks.	(10)
b)	Write a comprehensive note on the proper use of punctuation marks. (10)	(10)
Q4.	What are the seven C's of Communication? Describe how Conciseness and Consideration can be applied while composing effective business messages.	(20)
Q5.	As a business man one should be fully aware of the global context in which business communication is conducted today. Elaborate.	(20)
Q6.	You have been given job as an Assistant Manager in "Tempest Company". Write a letter of thanks and tell them you are joining next week.	(20)
Q7.	What are some of the basic moral and social considerations to be kept in mind when communicating via electronic mail?	(20)



Subject: Financial Accounting  
PAPER: 3

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

**NOTE:** Attempt Objective Type on this Question Sheet only and Subjective Type on separate Answer Sheet Provided. Please return the Question paper alongwith your Answer Sheet.

**Instructions:** Attempt any FIVE questions in total. Question No. 1 is compulsory. All questions carry equal marks. Cutting and overwriting is not allowed, indicate the best answer by encircling the right answer.

1. In which of the following statement opening stock is shown?
  - a. Profit and Loss account
  - b. Balance Sheet
  - c. Cash Flow Statement
  - d. Owner's Equity
  
2. Which of the following Organization converts raw material into finished goods?
  - a. Trading concern
  - b. Manufacturing concern
  - c. Merchandising concern
  - d. Service concern
  
3. In firms cash flow statements, which of the following would appear as a cash outflow?
  - a. The payment for share in a company whose shares are treated on a stock exchange
  - b. A decrease in trade debtors over the course of an accounting period
  - c. Money received as a result of issuing new shares
  - d. Money received as a result of selling fixed assets
  
4. Which of the following assets is most likely to appreciate rather than depreciate?
  - a. Land
  - b. Motor Vehicle
  - c. Plant and Machinery
  - d. Fixtures and Fitting
  
5. Which of the following item needs to be entered in the Cash Book in order to bring it in line with the entries on the Bank Statement?
  - a. Bank charges
  - b. An error on the bank statement
  - c. An Uncredited deposit
  - d. An Unpresented cheque
  
6. Wages paid to laborers working in the manufacturing department is treated as an expense of:
  - a. Cost of goods sold
  - b. Administrative expenses
  - c. Selling expenses
  - d. Marketing expenses

7. Bad debts written off (given in adjustment) always affect the:
- Debtors account
  - Creditors account
  - Cash account
  - Capital account
8. All of the below items are directly recorded by bank without intimating the business until the end of month, EXCEPT:
- Bank charges
  - Interest on overdraft
  - Un-presented cheques
  - Direct receipts
9. What is Depreciation?
- Cost of a fixed assets
  - Cost of a fixed assets repair
  - The residual value of a fixed assets
  - Portion of a fixed assets cost consumed during the current accounting period
10. Under which Depreciation method the amount of depreciation expenses remains same throughout the useful life of a fixed asset:
- Straight line method
  - Reducing balance method
  - Number of units produced method
  - Machine hours method
11. A Bank Statement:
- Lets a depositor know the financial position of the bank as of a certain date
  - Is a credit reference letter written by the depositor's bank
  - Is a bill from the bank for services rendered
  - Shows the activities that increased or decreased the depositor's account balance
12. When Capital is increased by an amount, it is recorded on the:
- Right or debit side of the account
  - Left or credit side of the account
  - Left or debit side of the account
  - Right or credit side of the account
13. What type of expenses are paid out of Gross Profit?
- General expenses
  - Financial expenses
  - Selling expenses
  - All of the given options
14. Which of the following shows summary of a company's financial position at a specific date?
- Profit and Loss account
  - Cash Flow Statement
  - Balance Sheet
  - Income and Expenditure account
15. Which of the following is NOT an example of Intangible Assets?
- Franchise rights
  - Goodwill
  - Patents
  - Land



16. Which of the following is an example of business liability?
- Land
  - Building
  - Cash
  - Creditors
17. The unfavorable balance of Profit and Loss account should be:
- Added in liabilities
  - Subtracted from current assets
  - Subtracted from capital
  - Subtracted from liabilities
18. If cost of sales is \$95,000, income from sales \$200,000 and operating expenses \$300,000. What will be the net result?
- \$ 1,95,000 losses
  - \$ 1,95,000 profits
  - \$ 1,05,000 profits
  - \$ 1,05,000 losses
19. What is the proper order of the following steps in the accounting process? 1. Prepare and analyze the trial balance 2. Record relevant transactions and events in a journal 3. Analyze each transaction and event from source documents 4. Post journal information to ledger accounts:
- 3.4.1.2
  - 1.2.3.4
  - 3.2.4.1
  - 3.2.1.4
20. A company purchased a vehicle for \$6000. It will be used for 5 years and its residual value is expected to be \$1000. What is the annual amount of depreciation using straight line method of depreciation?
- \$1000
  - \$2000
  - \$3000
  - \$3300

Attempt ANY FOUR (4) questions  
 Extra Attempt of any question will not be considered

**Q. No. 2**

The balance sheet items of The Original Malt Shop (arranged in alphabetical order) were as follows at the close of the business on September 30, 2015.

Accounts Payable	\$ 8,500	Furniture & Fixtures	\$ 20,000
Accounts Receivable	1,250	Land	55,000
Building	45,500	Notes Payable	?
Capital Stock	50,000	Retained Earnings	4,090
Cash	7,400	Supplies	3,440

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 \$18,000, to be paid within 30 days. Supplies were purchased for \$1,000 cash from a restaurant supply center that was going out of business. These supplies would have cost \$1,875 if purchased under normal circumstances.
- Oct.1-6** Revenues of \$5,500 were earned and paid in cash. Expenses required to earn the revenues of \$4,000 were incurred and paid in cash.

**Instructions:**

- Prepare a balance sheet at September 30, 2015. (You will need to compute the missing figure for Notes Payable.)
- Prepare a balance sheet at October 6, 2015. Also prepare an income statement.

**Q. No. 3**

At December 31, 2015, Westport Manufacturing Company owned the following investments in the capital stock of publicly owned companies (all classified as available-for-sale securities):

Securities	Cost Price	Current Market Value
Lamb Computer, Inc. (1,000 shares: cost, \$30 per share; market value, \$50)	\$30,000	\$50,000
Dry Foods (5,000 shares: cost, \$9 per share; market value, \$8)	\$45,000	\$40,000
<b>Totals</b>	<b>\$75,000</b>	<b>\$90,000</b>

In 2016, Westport engaged in the following two transactions:

- Apr. 6** Sold 100 shares of its investment in Lamb Computer at a price of \$55 per share, less a brokerage commission of \$ 20.
- Apr. 20** Sold 2,500 shares of its Dry Foods stock at a price of \$7 per share, less a brokerage commission of \$20.

At December 31, 2016, the market values of these stocks were: Lamb computer, \$30 per share; Dry Foods, \$7.

**Instructions:**

- a) Prepare journal entries to record the transactions on April 6 and April 20.
- b) Prepare a schedule showing the cost and market values of securities owned at the end of 2016. (Use the same format as the schedule illustrated above)
- c) Prepare the mark-to-market adjusting entry required at 31/12/2016.
- d) Calculate the net realized gains (or losses) in the 2016.

**Q. No. 4**

Medical Wonders, Inc., provides medical advice over the Internet. In recent years the company has experienced severe financial difficulty. Its accountant prepares adjusting entries on a *monthly* basis, and closing entries on an *annual* basis, at December 31. An *adjusted* trial balance dated December 31, 2015, follows.

<b>MEDICAL WONDERS, INC.</b>		
<b>Adjusted Trial Balance</b>		
<b>December 31, 2015</b>		
	<b>Debits</b>	<b>Credits</b>
Cash.....	\$ 300	
Accounts receivable.....	150	
Unexpired insurance.....	1,500	
Prepaid rent.....	2,000	
Supplies.....	400	
Furniture and fixtures.....	9,000	
Accumulated depreciation; furniture and fixtures.....		\$ 6,000
Accounts payable.....		7,000
Notes payable.....		21,550
Salaries payable.....		1,800
Interest payable.....		200
Unearned client revenue.....		400
Capital stock.....		5,000
Retained earning.....		1,000
Client revenue earned.....		54,000
Insurance expense.....	5,000	
Office rent expense.....	10,000	
Supplies expense.....	400	
Salary expense.....	50,000	
Depreciation expense; furniture and fixtures.....	1,000	
Office and telephone expense.....	3,200	
Internet service expense.....	5,000	
Legal expense.....	2,000	
Interest expense.....	3,000	
Miscellaneous expense.....	4,000	
	<u>\$96,950</u>	<u>\$96,950</u>

**Instructions**

Prepare an income statement and statement of retained earnings for the year ended December 31, 2015. Also prepare the company's balance sheet dated December 31, 2015.

**Q. No. 5**

The audiophile sells high-performance stereo equipment. Massachusetts Acoustic recently introduced the Carnegie-440, a state of the art speaker system. During the current year, The Audiophile purchased nine of these speaker systems at the following dates and acquisition costs:

<b>Purchase Date</b>	<b>Units Purchased</b>	<b>Unit Cost</b>	<b>Total Cost</b>
Oct. 1.....	2	\$3,000	\$6,000
Nov. 17.....	3	3,200	9,600
Dec 1.....	4	3,250	13,000
	<u>9</u>		<u>\$28,600</u>

On November 21, The Audiophile sold four of these speaker systems to the Boston Symphony. The other five Carnegie-440s remained in inventory at December 31.

### Instructions

Assume that The Audiophile uses a perpetual inventory system. Compute (1) the cost of goods sold relating to the sale of Carnegie-440 speakers to the Boston Symphony and (2) the ending inventory of these speakers at December 31, using each of the following assumptions:

- a) Average cost (Round cost to nearest whole dollar)
- b) First-in-first-out(FIFO)
- c) Last-in-first-out-(LIFO)

Show the number of units and the unit costs of each layers comprising the cost of goods sold and ending inventory.

### Q. No. 6

Podunk College recently purchased new exercise equipment for its gym. The following information refers to the purchase and installation of this equipment:

1. The list price of the equipment was \$180,000; however, Podunk College qualified for an "educational discount" of \$30,000. It paid \$20,000 cash for the equipment, and issued a 3-month, 12% note payable for the remaining balance. The note, plus accrued interest charges of \$3,900 was paid promptly at the maturity date.
2. In addition to the amounts described in 1, Podunk paid sales taxes of \$7,500 at the date of purchase.
3. Freight charges for delivery of the equipment totaled \$1,200.
4. Installation and training costs related to the equipment amounted to \$4,000.
5. During installation, one of the pieces of equipment was accidentally damaged by an employee. It cost the college \$600 to repair this damage.
6. As soon as the equipment was installed, the college paid \$7,000 to print admissions brochures featuring the gym's new, state-of-new-art exercise facilities.

### Instructions

- a. In one sentence, make a general statement summarizing the nature of expenditures that qualify for inclusion in the cost of plant assets such as exercise equipment.
- b. For each of the six numbered paragraphs, indicate which items should be included by Podunk College in the total cost debited to its Equipment account. Also briefly indicate the proper accounting treatment of those items that *are not* included in the cost of the equipment.
- c. Compute the total cost debited to the college's Equipment account.
- d. Prepare a journal entry at the end of the current year to record depreciation on the exercise equipment. Podunk College will depreciate this equipment by the straight-line method (half-year convention) over an estimated useful life of 4 years. Assume a zero residual value.

### Q. No. 7

Explain the following:

- Perpetual Inventory System
- Marketable Securities
- II) Cash Flow Statement
- IV) Types of Adjusting Entries



# UNIVERSITY OF THE PUNJAB

Part-I: Annual - 2017  
Examination: M.B.A.  
(3½ Years Programme)

Roll No. ....

Subject: Economics  
PAPER: 4

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

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

## SECTION 1

Q No.1: Answer the following short questions. Use examples and graph where necessary.

(4\*10=40)

1. What is an indifference curve?
2. Differentiate between explicit cost and implicit cost?
3. What is meant by monetary policy?
4. State any four causes of unemployment?
5. Define per capita income? How it is calculated?
6. State any four determinants of market supply?
7. Define price elasticity of demand? Write down its formula?
8. What is meant by returns to scale?
9. Define poverty and its various concepts?
10. Differentiate between GDP and GNP?

## SECTION 2

Q No 2: Explain the law of diminishing marginal utility with the help of table and diagram? Discuss its assumptions and exceptions? (15)

Q No 3: Define inflation? What are its various types? Identify its general causes? How inflation can be controlled? Give measures? (15)

Q No4: Define national income and its various concepts? How national income is measured? Explain circular flow of national income with the help of a diagram? (15)

Q No5: what is fiscal policy? What are major objectives of fiscal policy? Differentiate between an expansionary fiscal policy and contractionary fiscal policy? (15)

Q No6: Explain consumer's surplus with the help of a suitable diagram? How buyer's willingness to pay and demand curves is related? (15)

Q No7: Define monopoly? State characteristics of monopoly? How prices and output are determined under monopoly when a firm faces profit and loss in the short run? (15)



# UNIVERSITY OF THE PUNJAB

Part-I: Annual - 2017  
Examination: M.B.A.  
(3½ Years Programme)

Roll No. ....

Subject: Principles of Banking  
PAPER: 5

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

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

Q: 1	Define Bank and Explain different types of Banks.	15
Q: 2	“Commercial Bank creates Credit” Critically examine the procedure of Credit creation also discuss limitations.	15
Q: 3	Define the importance of E-Banking Products to different customers of a Bank.	15
Q: 4	Define Islamic Banking and write in detail different products of Islamic Banking.	15
Q: 5	Discuss in detail the role of Central Bank in economic development of a country.	15
Q: 6	Write in detail the procedure for establishment of Letter of Credit.	15
Q: 7	Write Short Notes on: a) Open market Operation b) Crossed Cheque c) Mortgage d) Revocable and irrevocable Letter of Credit e) Bearer Cheque	(5X8) 40



# UNIVERSITY OF THE PUNJAB

Part-I: Annual - 2017  
Examination: M.B.A.  
(3½ Years Programme)

Roll No. ....

Subject: Principles of Marketing  
PAPER: 6

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

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

Q1.	(a)	Define Marketing. Explain simple five steps of Marketing Process.	[10]
	(b)	Discuss the four P's of Marketing Mix.	[9]
Q2.		Distinguish Micro and Macro Marketing Environment? Discuss the Macro Environmental Forces that affect the company's ability to serve its customers.	[19]
Q3.	(a)	Identify the major factors that influence business buyer behavior.	[10]
	(b)	Briefly describe the characteristics of business markets.	[9]
Q4.		Identify and define the external factors affecting pricing decisions, including the impact of consumer perceptions of price and value.	[19]
Q5.		Define the consumer market; discuss the four major factors that influence consumer buyer behavior.	[19]
Q6.	(a)	What is a brand? Describe the value of branding for both the buyer and seller.	[10]
	(b)	Explain why brand equity is important to the seller. What is the difference between brand equity and brand value?	[9]
Q7.		Carefully read the following case study. Analyze it and deliver your answers in the light of questions given at the end of the case.	[24]

PTO

## CASE STUDY

In December 1986, Mr. Bhatti, Manager of NCR Corporation, Karachi, Pakistan, was facing the following decision. In order to gain a greater share of the Personal Computer Market. Mr. Bhatti wondered whether he should use TV advertising, which was highly expensive, but totally ignored by his competitors in Pakistan.

NCR Corporation, head office, Dayton Ohio, USA, was a multinational computer manufacturing company. Products included mainframe, mini computers, ATM and Personal Computers. The company had more than 1200 branches in 120 countries of the world. Three branches were in Pakistan: Islamabad, Lahore and Karachi. Personal Computers (PCs) were introduced by the company in 1985. The market for PCs was much wider than that for Mainframe and Mini computers. NCR was the second largest computer selling company in Pakistan. Mr. Bhatti was looking forward to increasing the sales of his company to a level that it might become the biggest computer company in Pakistan. For this purpose he was looking for a more effective advertising medium. The advertising budget of NCR Pakistan was approximately US \$20,000 in 1986. This might increase to US \$ 100,000 in 1987, if advertising on TV was started. In 1986, the computer market in Pakistan was approximately US \$ 19 million and was expected to go up to approximately US \$ 30 million in 1987.

NCR Corporation used newspapers, magazines, seminars and exhibitions to promote the PCs.

Newspapers were an inexpensive and effective advertising medium in Pakistan. The company was using all the leading English newspapers on a regular basis for advertisement of NCR computers.

Professional journals and magazines were also used for advertisements. A vast majority of people associated with trade, commerce, business, industry and government offices were thought to be reading such publications.

Seminars were also used by the company for advertising the PCs. But this was not a mass medium. The seminars catered for a few selected people. The company could not afford to hold an unlimited number of seminars. As well, seminars occupied two to three days and the businessmen were reluctant to attend.

The company also used exhibitions. Exhibitions arranged in Pakistan were very expensive and limited in number. The use of this medium could not generate the contemplated results in terms of steady growth in sales.

Mr. Bhatti felt TV advertising could have some benefits:

- TV was a mass medium.
- No competitor was using this medium. The manager thought that the PC vendor to advertise first on TV would take the lead.
- Prospective buyers were so busy that they might not have the time to watch TV.

Mr. Bhatti wondered whether TV advertising should be used for gaining a bigger share of the personal computer market.

### Question for Discussion:-

1. Develop a list of advantages and disadvantages for each promotion medium.
2. Does Mr. Bhatti's target market watch TV?
3. Should one medium be used exclusively over all other promotional media? Why or why not?
4. Develop a promotion strategy for Mr. Bhatti.





# UNIVERSITY OF THE PUNJAB

Part-I: Annual - 2017  
Examination: M.B.A.  
(3½ Years Programme)

Roll No. ....

Subject: Business Mathematics & Statistics  
PAPER: 7

TIME ALLOWED: 3 hrs.  
MAX. MARKS: 100

## Section 1

Attempt all Questions

1. Write short answers of the following questions. All questions carry equal marks. 20
  - i. Annuity 2
  - ii. Square Matrix 2
  - iii. Slope 2
  - iv. Inferential Statistics 2
  - v. Measure of Dispersion 2
  - vi. Kurtosis 2
  - vii. Scatter Diagram 2
  - viii. Probability 2
  - ix. Discrete variable 2
  - x. Secondary Data 2

## Section 2

Attempt any Four Questions.

- 2a. Determine the equations of line;  $l_1$  and  $l_2$  in slope-intercept form, that pass through the point (4, -4) and  $l_1$  parallel to the line;  $l_3$   $y = 7$ , while  $l_2$  perpendicular to x-axis. Also draw these line on graph 10
- b. A firm produces three products. Product A requires 5 hours of production, product B requires 3.5 hours, and product C requires 7.5 hours for each unit produced. If 240 hours are available during the coming week, determine the equation whose solution set specifies all possible quantities of the three products which can be produced using the 240 hours. What are the maximum quantities which could be produced of each product if only one product is produced? 10
3. Following is the Linear programming model for determining the quantities of the two products ( $x_1$ ,  $x_2$ ) which completed through three departments. Company need to know the combination of products which minimize the cost (in rupees) while ensuring the maximum capacity of production of three departments. 20
$$P = 30x_1 + 20x_2$$
Subject to the maximum intake of component 1 and 2.
$$2x_1 + 3x_2 \leq 18$$
$$4x_1 + 2x_2 \leq 22$$
$$x_1 + x_2 \leq 12$$
$$x_1 \geq 0$$
$$x_2 \geq 0$$

P.T.O.

4a. A corporation wants to establish a sinking fund beginning at the end of this year. Annual deposits will be made at the end of this year and for the following 9 years. If deposits earn interest at the rate of 8 percent per year compounded annually, how much money must be deposited each year in order to have \$12million at the time of the 10<sup>th</sup> deposit? How much interest will be earned? 10

b. An epidemic is spreading through a large western state. Health officials estimates that the number of persons who will be afflicted by the disease is the function of time since the disease was first detected. Specifically the function is  $n=f(t)= 300t^3-20t^2$ , where n equals the number of persons and  $0 \leq t \leq 60$ , measured in days. What is the instantaneous rate which the disease is expected to be spreading at  $t=20$ . 10

5. The annual incomes of the five vice presidents of TMV Industries are: \$125,000; \$128,000; \$122,000; \$133,000; and \$140,000. Consider this a population. 20

- a. What is the range?
- b. What is the arithmetic mean income?
- c. What is the population variance? The standard deviation?
- d. The annual incomes of officers of another firm similar to TMV Industries were also studied. The mean was \$129,000 and the standard deviation \$8,612. Compare the means and dispersions in the two firms.

6. The city council of Pine Bluffs is considering increasing the number of police in an effort to reduce crime. Before making a final decision, the council asked the chief of police to survey other cities of similar size to determine the relationship between the number of police and the number of crimes reported. The chief gathered the following sample information. 20

City	Police	Number of Crimes	City	Police	Number of Crimes
Oxford	15	17	Danville	25	5
Holgate	17	7	Whistler	11	19
Starksville	17	13	Athens	27	7
Carey	12	21	Woodville	22	6

- a. Which variable is the dependent variable and which is the independent variable? Hint: If you were the Chief of Police, which variable would you decide? Which variable is the random variable?
- b. Draw a scatter diagram.
- c. Determine the correlation coefficient.
- d. Interpret the correlation coefficient. Does it surprise you that the correlation coefficient is negative?

7a. According to the U.S. Bureau of Labor Statistics, 75% of the women 25 through 49 years of age participate in the labor force. Suppose 78% of the women in that age group are married. Suppose also that 61% of all women 25 through 49 years of age are married and are participating in the labor force. What is the probability that a randomly selected woman in that age group is married or is participating in the labor force? 10

b. A study is conducted in a company that employs 800 engineers. A random sample of 50 engineers reveals that the average sample age is 34.3 years. Historically, the population standard deviation of the age of the company's engineers is approximately 8 years. Construct a 98% confidence interval to estimate the average age of all the engineers in this company. 10



**SUBJECTIVE PORTION**

**NOTE: Attempt any Five Questions :( 60 Marks)**

**Q.No.4** (6+6)

- a) Why three Schema Architecture is important in database explain it?
- b) Write a note on different kinds of languages in detail?

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

- (a) What are the types of operating system? Describe it in detail?
- (b) How the processors works explain storage devices briefly?

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

- a) Define and explain tactical , Strategic and operational information system
- b) What are the functions of management information system explain in detail.

**Q.No.7** (6+6)

- a) What is intranet, extranet and internet explain it working.
- b) How to check the edition of spelling and grammar in Microsoft word 2007?

**Q.No.8** (6+6)

- a) What are the benefits of RDBMS explain in detail?
- b) Define and explain the types of software in detail?

**Q.No.9** (6+6)

- a) Why we use security control in our system and explain its advantages?
- b) Define and explain prototyping model in detail explain its phrases?

**Q.No.10** (6+6)

- (a) Define and explain about software quality assurance and its implementations.
- (b) What is operating system what are its types explain briefly?