



UNIVERSITY OF THE PUNJAB

Part-I: Annual – 2018
Examination: M.B.A.
(3½ Years Programme)

Roll No.

Subject: Principles of Management
PAPER: 1

TIME ALLOWED: 2 Hrs. 30 Min.
MAX. MARKS: 80

Attempt this Paper on Separate Answer Sheet provided.

NOTE: Attempt any FOUR questions in all while Question No. 8 is Compulsory.
All questions carry equal marks.

Subjective Portion

Question No. 2.

Explain how managers differ from non-managerial employees. How managers can be classified in organizations?

Question No. 3.

Define organizational culture. Identify the seven dimensions of organizational culture.

Question No. 4.

Discuss the assumptions of rational decision making. Also describe the concepts of bounded rationality, satisficing and escalation of commitment.

Question No. 5.

Define planning. Describe the purpose of planning. What relationship does exist between planning and performance?

Question No. 6.

Define motivation. Describe how Maslow's hierarchy of needs theory can be used to motivate.

Question No. 7.

Define controlling. Describe the three steps in control process.

Question No. 8.

Read the Case Study and answer the questions at the end.

Background Information

In the same month, Bill Connors turned 47 years old and began the start of his eleventh year with the Bay State Service Corporation. Bay State Service provided various maintenance, cleaning, and repair services for apartment complexes in the greater metropolitan area. Bill had been hired initially to work in the Transportation Department as a driver. About four years ago, he moved to a job in the mail room. Even though the mail room job required more lifting and carrying, in Bill's mind, the salary increase more than justified the added work.

P.T.O.

It turned out to be a good move for him. The pay increase really helped, and although the pace was hectic, Bill kept up with the work. His performance was always acceptable; he consistently showed up on time and was always busy.

When on vacation last year, his tenth year with Bay State, Bill injured himself in a nasty fall while hiking during a family camping trip. His family took him directly to the hospital, where an X-ray showed both a broken leg and ankle. The doctor told him he could not return to work until the bones were fully mended, a five-week rest at the minimum. However, just before he was scheduled to go back to work, he called his boss, Ken Pierce, to tell him that since he was still in a lot of pain, the doctor wanted to put a brace on his leg and keep him home a little longer.

Bill returned to work three weeks later, but things were not the same, and they did not improve much in the following year. Bill's problems all went back to his injury. There was some indication that the leg and ankle breaks had not been set properly. Bill eventually had to wear a substantial leg brace and he occasionally walked with a cane. It became obvious that he could not keep up his former pace of lifting and delivering the bulky boxes, bags, and packages that had to be delivered throughout the company. Ken tried to give him as much desk work as possible, but there remained a substantial backlog of items that just weren't being delivered on a timely basis.

Now, not long after the anniversary of Bill's eleventh year with the company, some of his fellow employees in the mail room, particularly the newer ones, are beginning to complain to Ken about the extra work they have to do; they claim to be doing twice the work Bill does, at about half his salary.

Ken knows he will be doing Bill's performance appraisal in about three months. Based on the production problems in his department he really wants to just "tell it like it is" and get rid of Bill. After all, Bill can no longer keep up and it is a physical job. Ken wonders whether he could suggest that Bill be given a transfer. However, Ken is not optimistic that a transfer can be arranged.

CASE QUESTIONS

1. What legal regulations apply to this situation?
2. Can Bill's supervisor legally fire Bill?
3. Should the supervisor try to terminate Bill?
4. What kinds of options does Bill's supervisor have for dealing with this matter? What should Bill's supervisor do?



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Roll No. in Fig.

Roll No. in Words.

Subject: Principles of Management

TIME ALLOWED: 30 Min.

PAPER: 1

MAX. MARKS: 20

Signature of Supdt.:

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

Question No. 1

(1x10=10)

A- MARK TRUE OR FALSE

- 1- There are many models that describe the behavior and roles of successful managers but no one model can be applied to all types of managers and situations. True / False
- 2- First-line supervisors are responsible for directing the day-to-day activities of operative employees. True / False
- 3- Effective management is using staff, time and resources wisely to minimize unnecessary cost to the organization. True / False
- 4- The four processes of management consist of controlling, leading, planning and outsourcing True / False
- 5- Since you cannot measure the "bottom-line" in non-profit organizations, managers do not need to focus on the financial aspects of their operations. True / False
- 6- The leader with legitimate power has personal characteristics that appeal to others. True / False
- 7- The correspondence between action and words is integrity. True / False
- 8- Task performance behaviors are the leader's efforts to ensure that the work unit or organization reaches its goals True / False
- 9- The key situational factors in path-goal theory are (1) personal characteristics of the followers and (2) leaders' positional power. True / False
- 10- You cannot set goals for factors such as service and innovation. True / False

B- MULTIPLE CHOICE QUESTIONS

(1x10=10)

1. How many employees were employed in the construction procedure of the Egyptian Pyramid?
 - ▶ 150000
 - ▶ 165000
 - ▶ 130000
 - ▶ 100000
2. Which of the following is most important characteristic of an entrepreneur?
 - ▶ Planning
 - ▶ Communication
 - ▶ Rapid decision making
 - ▶ Goal setting

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3. Ali is a Branch Manager at Mutual Saving Bank. If he is an average middle manager, which of the following management activities is he likely to spend the greatest amount of time?
- ▶ Planning
 - ▶ Controlling
 - ▶ Leading
 - ▶ Organizing
4. Manager has a right to make decisions through the principle of:
- ▶ Order
 - ▶ Scalar Chain
 - ▶ Discipline
 - ▶ Authority
5. The belief that a firm's obligation goes beyond that required by law and economics, and includes a pursuit of long-term goals that are good for society is known as:
- ▶ Ethical responsibility
 - ▶ Social responsibility
 - ▶ Social obligation
 - ▶ Social responsiveness
6. "No smoking allowed" is an example of which of the following?
- ▶ Rule
 - ▶ Procedure
 - ▶ Policy
 - ▶ Plan
7. The decision-making model consists of four styles: directive, analytic, behavioral and _____.
- ▶ Conceptual
 - ▶ Intuitive
 - ▶ Group interaction
 - ▶ Laggard
8. When an alternative is chosen because the manager believes it is "good enough," to solve his or her problem. It is called:
- ▶ Optimizing
 - ▶ Satisficing
 - ▶ Incomplete
 - ▶ Maximizing
9. In terms of linear programming, profit margins on different products that a company can produce represent which of the following?
- ▶ Constraints
 - ▶ Feasibility regions
 - ▶ Scenarios
 - ▶ Basis for the objective function
10. Which of the following plans are concerned more with actually getting things done than with deciding what to do?
- ▶ Strategic
 - ▶ Tactical
 - ▶ Long-term
 - ▶ Operational



UNIVERSITY OF THE PUNJAB

Part-I: Annual – 2018

Examination: M.B.A.

(3½ Years Programme)

Roll No.

Subject: Business Communication & Report Writing
PAPER: 2

TIME ALLOWED: 2 Hrs. 30 Min.
MAX. MARKS: 80

Attempt this Paper on Separate Answer Sheet provided.

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

Subjective Portion

- Q.2. Write a detailed note on Principles of Ethical Communication. (20)
- Q.3. Write a note on Internet and other Communication Technologies for managing information inside and outside a business organization. (20)
- Q.4. Write a comprehensive note on Non-Verbal Communication. (20)
- Q.5. What are the common faults in listening process? How an effective communicator can overcome these problems. (20)
- Q.6. Define Communication. Draw and explain a flow chart of the Process of Communication. (20)
- Q.7. Write a detailed note on the Individual Cultural Variables. (20)



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PAPER: 2

TIME ALLOWED: 30 Min.
MAX. MARKS: 20

Signature of Supdt.:

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

1. (a) Multiple Choice Questions - Encircle the correct option:

(10)

- is the life blood of every business organization.
 - a. Work force
 - b. Communication
 - c. Written message
- Consideration means using words that are:
 - a. tactful
 - b. favorable
 - c. entertaining
- In negotiation, the interpretation of a cue requires skill because it may be:
 - a. ambiguous
 - b. verbal
 - c. intentional
- The letters written to seek information are called:
 - a. collection letters
 - b. inquiry letters
 - c. personal letters
- is the major factor in overall communication costs.
 - a. Time
 - b. Effective Management
 - c. Non-verbal communication
- communication can cost an organization time and money.
 - a. Effective
 - b. Verbal Communication
 - c. Poor
- messages are short and often informal.
 - a. Effective
 - b. Non-Verbal
 - c. E-mail
- occurs when sender and receiver have different meanings for symbols used.
 - a. Communication
 - b. Non-Verbal communication
 - c. Miscommunication

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- is a rapidly developing technology that will eventually change the way companies do business.
 - a. Teleconferencing
 - b. Press release
 - c. News briefing
- Making ethical decisions is relatively easy when all the of a situation are known.
 - a. facts
 - b. secrets
 - c. components

1. (b) TRUE / FALSE - Encircle the correct option:

(10)

- | | | |
|-------|---|--------------|
| i. | Buffer should be neutral in tone. | T / F |
| ii. | Indirect Approach can be used when the message is routine or urgent. | T / F |
| iii. | Short reports may be in memorandum format. | T / F |
| iv. | Executive summaries are often the most read page of a report. | T / F |
| v. | Footnotes may appear at the rear of a report or at the bottom of a page. | T / F |
| vi. | Proposal writing is primarily Persuasive writing. | T / F |
| vii. | Knowledge of computer is significant for communicating effectively. | T / F |
| viii. | The Longer the presentation the higher the risk of losing an audience's attention. | T / F |
| ix. | Extemporaneous presentation allows less eye contact and less involvement with audience. | T / F |
| x. | Quoting credible sources improves the speaker's credibility. | T / F |



UNIVERSITY OF THE PUNJAB

Part-I: Annual – 2018
Examination: M.B.A.
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Roll No.

Subject: Financial Accounting
PAPER: 3

MAX. TIME: 2 Hrs. 30 Min.
MAX. MARKS: 80

Attempt this Paper on Separate Answer Sheet provided.

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

Subjective Portion

Q. No. 2

Tammy Touchtone operates a talent agency called Touchtone Talent Agency. Some clients pay in advance for services; others are billed after services have been performed. Advance payments are credited to an account entitled Unearned Agency Fee. Adjusting entries are performed on a monthly basis. Closing entries are performed annually on December 31. An unadjusted trial balance dated December 31, 2007, follows. (Bear in mind that entries have already been made for the first 11 months of 2007, but not for December.)

Touchtone Talent Agency Unadjusted Trial Balance December 31, 2007

	Dr. (\$)	Cr. (\$)
Cash	\$ 14,950	
Fees receivable	35,300	
Prepaid rent	1,200	
Unexpired insurance policies	375	
Office supplies	900	
Office Equipment	15,000	
Accumulated depreciation: office equipment		\$ 12,000
Accounts payable		1,500
Notes payable		6,000
Income taxes payable		3,200
Unearned agency Fees		8,000
Capital stock		20,000
Retained earnings		10,800
Dividends	800	
Agency Fees earned		46,500
Telephone expense	480	
Office supply expense	1,130	
Depreciation expense: office equipment	2,750	
Rent expense	6,100	
Insurance expense	1,175	
Salaries expense	24,640	
Income taxes expense	3,200	
	<u>\$108,000</u>	<u>\$108,000</u>

Other data:

- Office equipment is being depreciated over 60 months (5 year).
- Accrued but unrecorded and unpaid salary expense totals \$1,360 at December 31, 2007.

3. Accrued but unrecorded and uncollected agency revenue earned total \$3,000 at December 31, 2007.
4. Office supplies on hand at December 31, 2007, total \$530.
5. On September 1, 2007 the agency purchased a six months insurance policy for \$750.

Required: Prepare an Income Statement, Statement of Retained Earnings and company's Balance Sheet for the year ended December 31, 2007.

Q. No. 3

Swanson Corporation issued \$ 8 million of 20-year , 8% Bonds on April 1, 2009 at 102. Interest is due on March 31 and Sep 30 of each year, and all of the Bonds in the issue mature on March 31, 2029. Swanson fiscal year ends on December 31.

Prepare the following journal entries:

1. April 1, 2009 to record the issuance of the Bonds
2. Sep 30, 2009 to pay interest and to amortize the Bonds Premium
3. March 31, 2029 to pay interest, Amortize the Bonds Premium, and retire the Bonds at maturity (make two separate entries).

Briefly explain the effects of amortizing the Bonds premium upon:

1. Annual net Income
 2. Annual net cash flow from operating activities.
- (ignore possible income tax effects)

Q. No. 4

The July bank statement sent by the bank to Parkview Company shows a balance of cash on deposit at July 31 of \$5,000.17. Assume that on July 31, Parkview's ledger shows a bank balance of \$4262.83. The employee preparing the bank reconciliation has identified the following reconciling items:

1. A deposit of \$410.90 made after banking hours on July 31 does not appear in the bank statement.
2. Four checks issued in July have not yet cleared the bank. These checks are:

Check No	Date	Amount
881	July 1	\$100.00
888	July 14	10.25
890	July 16	402.50
891	July 17	205.00

3. Two Credit Memoranda were included in the bank statement:

Date	Amount	Explanation
July 22	\$500.00	Proceeds from collection of a non-interest-bearing note receivable from J. David. The bank's collection department collected this note for Parkview Company.
July 31	24.74	Interest earned on average account balance during July.

4. Three Debit Memoranda accompanied the bank statement:

Date	Amount	Explanation
July 22	\$5.00	Fee charged by bank for handling collection of Notes Receivable.
July 30	50.25	Check from Customer J. B Ball deposited by Parkview Company charged Back as NSF.
July 31	12.00	Service charges by bank for the month of July.

5. Check no. 893 was issued to the telephone company in the amount of \$85 but was erroneously recorded in the cash payments journal as \$58.

Required: Prepare Bank Reconciliation Statement as on July 31.

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:-

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

Q. No. 6

Davidson, DDS purchased new furniture for its store on April 1, 2007. The furniture is expected to have a 4-year life and no residual value. The following expenditures were associated with the purchase:

Cost of the furniture	\$ 11,000
Freight charges	375
Sales taxes	550
Installation of furniture	75
Cost to repair furniture damaged during installation	400

Instructions:

Prepare a complete depreciation schedule, beginning with calendar year 2007, under each of the methods listed below:-

- a. Straight-line, with fractional years rounded to the nearest whole month.
- b. 150 percent declining-balance, using the half-year convention.

Q. No. 7

Explain the following:-

- 1) Periodic Inventory System
- 2) Conservatism Principle
- 3) Adjusting entries
- 4) Management Accounting System



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(3½ Years Programme)

Roll No. in Fig.

Roll No. in Words.

Subject: Financial Accounting

PAPER: 3

MAX. TIME: 30 Min.

MAX. MARKS: 20

Signature of Supdt.:

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

- 1) External users of financial accounting information include all of the following except:
 - a) Investors
 - b) Line Managers.
 - c) Labor Union
 - d) General public
- 2) A chronological record of transaction takes place in:
 - a) Ledger
 - b) Trial balance
 - c) Journal
 - d) Balance Sheet
- 3) The internal control features that is specific to petty cash is:
 - a) Separation of duties
 - b) Assignment of responsibility
 - c) Proper authorization
 - d) The Imprest system
- 4) Dividends:
 - a) Decrease owner's equity
 - b) Decrease net income
 - c) Are a business expense
 - d) None of the above
- 5) Gross profit is:
 - a. Excess of sales over cost of goods sold
 - b. Sale less purchases
 - c. cost of goods sold +opening inventory
 - d. Net profit less expenses of the period
- 6) Which method of depreciation is used for tax purposes?
 - a) Straight line method
 - b) Declining balance method
 - c) 150 % declining balance method
 - d) 200 % declining balance method
- 7) Depletion is charged for which of the following asset:
 - a) Tangible assets
 - b) Natural resources
 - c) Intangible assets
 - d) Goodwill

- 8) In which of the following Inventory valuation method ending inventory results in more valuation:
- a) LIFO method
 - b) FIFO method
 - c) Average method
 - d) Specific Identification method
- 9) By understatement of ending inventory, Gross Profit of the organization will be:
- a) More
 - b) less
 - c) No change
 - d) None of the above
- 10) On a bank reconciliation, NSF checks should be:
- a. Added to the balance per bank statement
 - b. Deducted from the balance per bank statement
 - c. Added to the balance per books
 - d. Deducted from the balance per books
- 11) In general terms, financial assets appear in the balance sheet at:
- a) Face value
 - b) Current value
 - c) Cost
 - d) Estimated future sales value
- 12) Each of following measures strengthens internal control over cash receipt except:
- a) The use of a petty Cash fund
 - b) Preparation of daily listing of checks received through the mail.
 - c) The deposit of cash receipts in the bank on a daily basis.
 - d) The use of cash register
- 13) An allowance for Doubtful debts is created:
- a) When debtors become bankrupt
 - b) When debtors cease to be in business
 - c) To provide for possible bad debts
 - d) To write-off bad debts
- 14) Which of the following forms of business organization is an "artificial person" and must obtain legal approval from a state to conduct business?
- a. Law firm
 - b. Proprietorship
 - c. Partnership
 - d. Corporation

- 15) The purpose of adjusting entries is to:
- a) Recognize revenue earned but not yet recorded.
 - b) Recognize expenses incurred but not yet recorded.
 - c) Recognize the earned portion of services paid for in advance.
 - d) Recognize all of the above.
- 16) Which of the following is one reason of greatest importance for businesses to incorporate?
- a) Continuity of existence
 - b) Participation in dividends
 - c) Limited personal liability
 - d) Prospect of high profits
- 17) Which of the following is non-cash expense?
- a) Income tax expense
 - b) Depreciation Expense
 - c) Interest Expense
 - d) Rent Expense
- 18) Building purchased on account, it affects the following account.
- a) Liability Increased
 - b) Assets Increased
 - c) Liability decreased
 - d) Both Assets and liability increases
- 19) Statement of financial position is called,
- a) Balance sheet
 - b) Retained earnings statement
 - c) Income statement
 - d) Cash flow statement
- 20) Sales were \$600,000, gross profit was \$220,000, operating expenses were \$120,000, and the income tax rate is 30%. Calculate the cost of goods sold and net income.
- a) \$380,000 and \$30,000, respectively
 - b) \$380,000 and \$100,000, respectively
 - c) \$380,000 and \$70,000, respectively
 - d) \$100,000 and \$70,000, respectively



UNIVERSITY OF THE PUNJAB

Part-I: Annual – 2018
Examination: M.B.A.
(3½ Years Programme)

Roll No.

Subject: Economics
PAPER: 4

MAX. TIME: 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. Define business cycles?
2. Differentiate between monopoly and monopolistic competition?
3. Define opportunity cost?
4. Differentiate between micro economics and macro economics?
5. State any four major types of inflation?
6. Differentiate between trade deficit and trade surplus?
7. Define price elasticity of demand? Write down its formula?
8. Differentiate between complementary goods and substitutes?
9. What is production possibility curve?
10. Define MRS-Marginal Rate of Substitution?

SECTION 2

- Q No 2: Explain the law of diminishing marginal utility with the help of table and diagram? (15)**
Discuss its assumptions and exceptions?
- Q No: 3 Explain consumer's surplus with the help of a suitable diagram? How buyer's willingness to pay and demand curves are related? (15)**
- Q No4: Define national income and its various concepts? Explain circular flow of national income with (15)**
the help of a suitable diagram?
- Q No5: Explain price ceiling and price floor programs with the help of a suitable diagram? Which (15)**
causes surplus which causes shortage in food? Discuss?
- Q No6: Explain price elasticity of demand? State various determinants of elasticity of (15)**
demand? How it can be measured for a given commodity?
- Q No7: Define perfect competition and its various characteristics? How prices and output are (15)**
determined under perfect competition when a firm faces profit and loss in the short run



UNIVERSITY OF THE PUNJAB

Part-I: Annual – 2018

Examination: M.B.A.

(3½ Years Programme)

Roll No.

Subject: Principles of Banking

PAPER: 5

MAX. TIME: 3 Hrs.

MAX. MARKS: 100

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

Q: 1	“Commercial Banks play a vital role in development of Business”. Discuss in detail.	15
Q: 2	Explain in detail the right and duties of Banker and Customer.	15
Q: 3	“Growth and future challenges of Islamic Banking in Pakistan”. Discuss.	15
Q: 4	Write in detail the process of credit creation Commercial Bank alongwith limitations.	15
Q: 5	Define Letter of Credit and Explain different types of letters of Credit.	15
Q: 6	What are different types of accounts that are opened by a Commercial Bank?	15
Q: 7	Write Short Notes on: a) Money Market b) Garnishee Order c) Promissory Note d) KYC e) Open Market Operation	(5X8) 40



UNIVERSITY OF THE PUNJAB

Part-I: Annual – 2018
Examination: M.B.A.
(3½ Years Programme)

Roll No.

Subject: Principles of Marketing
PAPER: 6

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

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

Q1.	Identify the key elements of a customer-drive marketing strategy and discuss the marketing management orientations that guide marketing strategy.	[19]
Q2.	Define the consumer market and construct a simple model of consumer buyer behavior.	[19]
Q3.	Discuss branding strategy—the decisions companies make in building and managing their brands.	[19]
Q4.	Define the steps in the new-product development process.	[19]
Q5.	Identify and define the internal factors affecting a firm's pricing decisions.	[19]
Q6.	Explain why companies use marketing channels and discuss the functions these channels perform.	[19]
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]

P.T.O.

Case Study

Wall's is a United Kingdom-originated food brand, owned by Unilever. Wall's is sold in more than 40 countries making it the most widely available ice cream worldwide. Unilever is the global leader of ice cream and frozen desserts manufacturing with almost 18% of the global market share.

Unilever is one of the largest companies and is a subsidiary of Lever Brothers Pakistan Limited. Wall's came to Pakistan in 1995 establishment the Wall's factory on Multan Road in Lahore. The Wall's factory is fully equipped with state of the art machinery. The Wall's factory is a standard of hygiene and technology in the region and has become synonymous with quality. In 1993, Lever brothers formulated a team to search for new business potential in Pakistan. After a deep market analysis, the team concluded that there is a lot of potential in ice-cream market in Pakistan and Lever Brother should clutch this opportunity without any hesitation. So they decided to launch WALL'S ice-cream in Pakistan.

Wall's is a leader in Ice cream and frozen goods.

All Wall's products are made with Halal ingredients complaint manner.

February 1995, Wall's ice-cream was launched with twelve products. Initially, Wall's was not promoting its products on a large scale as they were of the opinion that the high qualities of its products are sufficient to prove its identity and unique position among competitors. After the Polka merger, the market share of Wall's was unbeatable. But now Wall's is paying special attention to promote its products as international competition is creeping in.

Nowadays, Wall's is using all modes of advertisement and one to one bases. The medium used in Wall's promotional activities are TV, billboards, newspapers, magazines, radio, banners, pamphlets, sponsorship of pop stars, models, event arrangements, bus stop board and fun carnival carried out in different parks such as Race course Park in Lahore. As far as its price and image is concerned, people perceived that Wall's is high quality ice-cream and typically targeted the affluent urban class. In order to penetrate in the market . Wall's should increase its distribution areas where it is not yet available specifically in rural areas.

Looking at the case of Wall's and answers the following questions accordingly:

QUESTIONS

1. What advertising objectives Wall's are applying to increase its customer base and stimulate more usage.
2. Let's suppose that Wall's is going to launch a new Ice-cream to capture the rural areas of Pakistan. How Wall's could modify its promotional or advertising campaigns, keeping in mind the conservative and orthodox (traditional) culture of the rural areas.



UNIVERSITY OF THE PUNJAB

Part-I: Annual – 2018

Examination: M.B.A.

(3½ Years Programme)

Roll No.

Subject: Business Mathematics & Statistics

PAPER: 7

MAX. TIME: 3 Hrs.

MAX. MARKS: 100

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

Section 1

Attempt all Questions

1. Write short answers of the following questions. All questions carry equal marks. 20
- Annuity
 - Square Matrix
 - Slope
 - Inferential Statistics
 - Measure of Dispersion
 - Kurtosis
 - Scatter Diagram
 - Probability
 - Discrete variable
 - Secondary Data

Section 2

Attempt any Four Questions.

- 2a. Suppose the total cost of manufacturing q units of a certain commodity is C thousand dollars for q quantity, where $C = 0.9q + 2$. 10
- Compute the cost of manufacturing 10 units.
 - Compute the cost of manufacturing the 10th unit.
- b. Determine an equation for the line (a) passing through (2, 5) and parallel to the x axis b) passing through origin and perpendicular to line discussed in part 'a' of the question. 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
- $P = 15x_1 + 20x_2$
Subject to the maximum intake of component 1 and 2.
- $$2x_1 + 3x_2 \leq 10$$
- $$4x_1 + 2x_2 \leq 20$$
- $$x_1 + x_2 \leq 15$$
- $$x_1 \geq 0$$
- $$x_2 \geq 0$$

P.T.O.

- 4a. If a single sum of £12,000 is invested at 8 per cent per annum with interest compounded quarterly, What is the amount to which the principal will have grown by the end of year three is approximately. 10
- b. An efficiency study of the morning shift at a certain factory indicates that an average worker who arrives on the job at 8:00 A.M. will have assembled $f(x) = -x^3 + 6x^2 + 15x$ units x hours later. Derive a formula for the rate at which the worker will be assembling units after x hours. At what rate will the worker be assembling units at 9:00 A.M.? 10
5. Advertising expenses are a significant component of the cost of goods sold. Listed below is a frequency distribution showing the advertising expenditures for 60 manufacturing companies located in the Southwest. Estimate the mean and the standard deviation of advertising expenses. 20

Advertising Expenditure (\$ millions)	Number of Companies
25 up to 35	5
35 up to 45	10
45 up to 55	21
55 up to 65	16
65 up to 75	8
Total	60

6. The owner of Maumee Ford-Mercury-Volvo wants to study the relationship between the age of a car and its selling price. Listed below is a random sample of 12 used cars sold at the dealership during the last year. 20

Car	Age (years)	Selling Price (\$000)	Car	Age (years)	Selling Price (\$000)
1	9	8.1	7	8	7.6
2	7	6.0	8	11	8.0
3	11	3.6	9	10	8.0
4	12	4.0	10	12	6.0
5	8	5.0	11	6	8.6
6	7	10.0	12	6	8.0

- a. Draw a scatter diagram.
- b. Determine the correlation coefficient.
- c. Interpret the correlation coefficient. Does it surprise you that the correlation coefficient is negative?
- 7a. From a group of 6 men and 8 women, 5 people are chosen at random. Find the probability that there are more men chosen than women. 10
- b. The mean income per person in the United States is \$40,000, and the distribution of incomes follows a normal distribution. A random sample of 10 residents of Wilmington, Delaware, had a mean of \$50,000 with a standard deviation of \$10,000. At the .05 level of significance, is that enough evidence to conclude that residents of Wilmington, Delaware, have more income than the national average? 10



UNIVERSITY OF THE PUNJAB

Part-I: Annual - 2018

Examination: M.B.A.
(3½ Years Programme)

Roll No.

Subject: Information Technology for Business Executives
PAPER: 8

MAX. TIME: 2 Hrs.
MAX. MARKS: 60

Attempt this Paper on Separate Answer Sheet provided.

NOTE: Attempt any **FOUR** questions.

Subjective Portion

- Q.No.2 (8+7)
(a) What is the basic concept of RDBMS explain its components in detail?
(b) Define and explain SDLC in detail with all phrases?
- Q.No.3 (8+7)
(a) Why we use security control in our system and explain its advantages?
(b) Define and explain spiral model in detail explain its phrases?
- Q.No.4 (15)
Define and explain network communication system in detail.
- Q.No.5 (7+8)
a) Define and explain AIS, KMS in detail.
b) Define software and explain the types of software.
- Q.No.6 (7+8)
a) Define and explain output and storage devices in adequate detail.
b) What are the types of RAM and ROM explain in detail.
- Q.No.7 (7+8)
(a) What are the kinds of computer explain in detail.
(b) What are the potential benefits of E-Commerce explain it?



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Roll No. in Fig.

Roll No. in Words.

Subject: Information Technology for Business Executives
PAPER: 8

MAX. TIME: 1 Hr.
MAX. MARKS: 40

Signature of Supdt.:

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

Q.1(a) MCQs

(10x2=20)

- The first electronic computer was developed by
a. J.V. Attansoff b. Bill Gates c. Simur Cray d. Winton Serf
- Switching device of fifth generation computer is-----
a. Vacuum tubes b. Transistors c. IC d. VLSI
- computers operates essentially by counting
a. Portable computer b. Hybrid computer c. Analog computer d. Digital computer
- is computer software designed to operate the computer hardware and to provide platform for running application software
a. Application software b. System software c. Software d. Operating system
- The ----- is the amount of data that a storage device can move from the storage medium to the Computer per second
a. data migration rate b. data digitizing rate c. data transfer rate d. data access rate
- A device, which is not connected to CPU, is called as -----
a. land-line device b. On-line device c. Off-line device d. Device
- What is the other name for programmed chip?
a. RAM b. ROM c. LSIC d. PROM
- In 1999, the Melissa virus was a widely publicised:
a. E-mail virus. b. Macro virus c. Trojan horse. d. Time bomb.
- What type of virus uses computer hosts to reproduce itself?
a. Time bomb b. Worm c. Melissa virus d. Macro virus
- The thing that eventually terminates a worm virus is a lack of:
a. Memory or disk space. b. Time. c. CD drives space. d. CD-RW.

Q.No.1(b) Write down the name of the following abbreviations.

(1x10=10)

- KBPS _____
- ISA _____
- MRS _____
- HTTP _____
- DDL _____
- EPROM _____
- GIS _____
- DDR _____
- PNG _____
- IBM _____

P.T.O.

Q.No.1(c)

Attempt the following questions.

(2x5=10)

1. What is work station computer?

2. What are the disadvantages of RDBMS?

3. Define compiler and interpreter.

4. Define and explain ESS system.

5. What are the benefits of E-Commerce?
