



UNIVERSITY OF THE PUNJAB

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

Roll No.

Subject: Mercantile Laws
PAPER: 1

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

**NOTE: (i) Answer any FIVE (5) questions. Question no 7 is compulsory.
(ii) Extra attempt will not be considered.**

- Question 1. What is consideration? What are the essentials of a valid consideration? 20
- Question 2. Describe in detail the nature of minor's agreement? 20
- Question 3. When is contract said to be induced by undue influence? What is the effect of undue influence on a contract? 20
- Question 4. What is Contract of Sale? Also make a difference between Sale and Agreement to Sell? 20
- Question 5. Briefly describe various methods of winding up of a corporation? 20
- Question 6. Briefly describe various types of company meetings along with the quorum required for passing special resolution? 20
- Question 7. Write a short note on the following 20
- Exceptions to wagering agreement
 - Contingent contract
 - Investigation
 - Memorandum of association

UNIVERSITY OF THE PUNJAB



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

Roll No.

Subject: Financial Management
PAPER: 2

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

Instructions: Attempt any FIVE questions. All questions carry equal marks. Extra attempt of any question will not be considered.

Question 1

Assume that you inherited some money. A friend of yours is working as an unpaid intern at a local brokerage firm, and her boss is selling some securities that call for 4 payments, \$50 at the end of each of the next 3 years, plus a payment of \$1,050 at the end of Year 4. Your friend says she can get you some of these securities at a cost of \$900 each. Your money is now invested in a bank that pays an 8 percent nominal (quoted) interest rate, but with quarterly compounding. You regard the securities as being just as safe, and as liquid, as your bank deposit, so your required effective annual rate of return on the securities is the same as that on your bank deposit. You must calculate the value of the securities to decide whether they are a good investment. What is their present value to you? (20 marks)

Question 2

Pelican Paper, Inc., and Timberland Forest, Inc., are rivals in the manufacture of craft papers. Some financial statement values for each company follow. Use them in a ratio analysis that compares the firms' financial leverage and profitability.

Item	Pelican Paper Inc	Timberland Forest Inc.
Total assets	Rs.10,000,000	Rs.10,000,000
Total equity (all common)	9,000,000	5,000,000
Total debt	1,000,000	5,000,000
Annual interest	100,000	500,000
Total sales	25,000,000	25,000,000
EBIT	6,250,000	6,250,000
Earnings available for Common stockholders	3,690,000	3,450,000

Calculate the following debt and coverage ratios for two companies.

- Debt ratio
- Debt Equity Ratio
- Times interest earned ratio

Calculate the following profitability ratios for the two companies.

- Operating profit margin
- Net profit margin
- Return on total assets
- Return on common equity

(20 marks)

Question 3

The data relating to two companies are as given below:

	Company A	Company B
Capital	Rs.6,00,000	Rs.3,50,000
Debentures	Rs. 4,00,000	6,50,000
Output (units) per annum	60,000	15,000
Selling price/unit	Rs.30	250
Fixed costs per annum	7,00,000	14,00,000
Variable cost per unit	10	75

You are required to calculate the Operating leverage, financial leverage and Combined Leverage of two companies.

(20 marks)

P.T.O.

Question 4

Fantastic Corporation had a net income of Rs.800,000 in 2011. Earnings have grown at an 8% annual rate. Dividends in 2011 were Rs.300,000. In 2012, the net income was Rs.1,100,000. This, of course, was much higher than typical 8% annual growth rate. It is anticipated that earnings will go back to the 8% rate in future. The investment in 2012 was Rs.700,000.

Required: How much dividends should be paid for 2012, assuming:

- A stable dividend payout ratio of 25%?
- A stable rupee dividend policy is maintained?
- A residual dividend policy is maintained and 40% of the 2012 investment is financed with debt.
- The investment for 2012 is financed with 80% debt and 20% retained earnings.

(20 marks)

Question 5

Volvo Company wants to acquire a machine that costs Rs.80,000. The company intends to operate the equipment for 5 years, at which time it will need to be replaced. However, it is expected to have salvage value of Rs.10,000 at the end of 5th year. The asset will be depreciated on a straight line basis (Rs.16,000 per year) over the 5 years, and the Company is in 30% tax bracket. Two means for financing are available. A lease arrangement calls for lease payments of Rs.19,000 annually, payable in advance. A debt alternatively carries an interest cost of 10%. Debt payments will be at the start of each of the 5 years using mortgage type of debt amortization.

Determine the best alternative.

(20 marks)

Question 6

K plc's profit and loss account for the year ended 30 September 2013 and its balance sheets at 30 September 2012 and 2013 are as follows

Profit and loss account	Rs. 000	
Turnover	25,000	
Operating Cost	<u>(14,000)</u>	
Profit Before Tax	11,000	
Taxation	<u>(2,000)</u>	
Profit after Tax	9,000	
Dividend	<u>(2,000)</u>	
Retained Profit	7,000	
Balance brought forward	<u>73,500</u>	
	<u>80,500</u>	

Balance Sheets	2013	2012
	Rs. 000	Rs. 000
Fixed Assets	174,000	142,000
Current assets		
Stock	1,200	2,100
Debtors	800	2,000
Bank	<u>900</u>	<u>-</u>
	2,900	4,100
Current Liabilities		
Creditors	(1,200)	(800)
Dividend	(700)	(600)
Taxation	(1,400)	(1,100)
Bank	<u>-</u>	<u>(400)</u>
	(3,300)	(2,900)
Deferred taxation	<u>(5,000)</u>	<u>(4,700)</u>
	<u>168,600</u>	<u>138,500</u>
Share capital	40,000	40,000
Revaluation reserve	48,100	25,000
Profit and loss	<u>80,500</u>	<u>73,500</u>
	<u>168,600</u>	<u>138,500</u>

Costs incurred during the year include depreciation of Rs. 3,500,000.

Requirement: Prepare K plc's cash flow statement for the year ended 30 Sep. 2013. (20 marks)

Question 7

Briefly elaborate the following.

- Dividend Policy
- Financial Leverage
- Time Value of Money
- Free Cash Flows

(20 marks)



UNIVERSITY OF THE PUNJAB

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

Roll No.

Subject: Human Resource Management
PAPER: 3

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. Question # 7 is compulsory.

Q1: Define HRM and discuss the line and staff aspects of HR managers? [19]

Q2: What do you understand by job analysis? Also discuss in detail the procedure to conduct job analysis? [19]

Q3: Why training is essential? Discuss in detail about on-the-job and off-the-job training? [19]

Q4: What is merit pay? Do you think it is a good idea to award employee merit pay? Also discuss how and why? [19]

Q5: What is meant by performance management? Also discuss the building blocks of performance management? [19]

Q6: "It has become essential for the companies to make their human resources into a competitive advantage" discuss the statement? [19]

Q7: Case Study: [24]

The hotel Paris's competitive strategy is "To use superior guest service to differentiate the hotel Paris properties, and to thereby increase the length of stay and return rate of guests, and thus boost revenues and profitability." HR manager Liza Cruz must now formulate functional policies and activities that support this competitive strategy, by eliciting the required employee behaviors and competencies, The HR scorecard (inside back cover) outlines the relationship involved.

As she considered what she had to do next, Liza Cruz, the hotel Paris's HR director, knew that employee selection had to play a central role in her plans. The hotel Paris currently had an informal screening process in which local hotel manager obtained application forms, interviewed applicants and checked their references. However, a pilot project using an employment test for service people at the Chicago hotel had produced startling results. Liza found consistent and significant relationship between test performance and a range of employee competencies and behaviors such as speed of check in/out, employee turnover, and percentage of calls answered with the required greetings. Clearly, she was onto something. She knew that employee capabilities and behaviors like these translated into just the sorts of improved guest service the hotel Paris needed to execute its strategy. She therefore has to decide what selection procedures would be best.

Lisa's team, working with the industrial psychologists, wants to design a test battery that they believe will produce the source of high-morale, patient, people-oriented employees they are looking for. It should include, at a minimum, a work sample test for the front desk clerk candidates, and a personality test aimed at weeding out applicants who lack emotional stability.

Questions:

1- Provide a detailed example of the front desk work sample test?

2- Provide a detailed example of two possible personality test questions?

3- what other tests would you suggest to Lisa, and why would you suggest them?



UNIVERSITY OF THE PUNJAB

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

Roll No.

Subject: Production & Operation Management
PAPER: 4

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

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

- Q1: Discuss the historical evolution of Operations Management.
- Q2: Discuss how Operations strategy leads toward competitiveness
- Q3: Discuss in detail the steps involved in the PROCESS DESIGN.
- Q4: Explain the LOCATION DECISION stages and the factors affecting FACILITY LOCATION.
- Q5: Explain the CAPACITY PLANNING and evaluation methods.
- Q6: What is ABC CLASSIFICATION SYSTEM? Discuss.
- Q7: Discuss the SERVICE QUALITY desired for most service systems.
- Q8. What are the various sources of PRODUCT INNOVATION.
- Q9. Discuss the characteristics of the QUEUING SYSTEM.
- Q10. What are the basic objectives in SCHEDULING Operations?
- Q11. What is AGGREGATE PLANNING? What are steps in AGGREGATE PLANNING PROCESS?
- Q12. Explain the various functions of INVENTORY MANAGEMENT.



UNIVERSITY OF THE PUNJAB

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

Roll No.

Subject: Business Research Methods
PAPER: 5

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. Question # 7 is compulsory. All questions carry equal marks.

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

(Marks: 20)

- I. Data coding and Manipulation
- II. Dispersion Frequencies
- III. Observations
- IV. Theoretical Framework

Q. 2: In detail, discuss the scientific research process. What are the chief differences between research design, proposal and plan? Provide suitable examples to support your answer.

(Marks: 20)

Q. 3: What is literature review? How to approach the relevant literature? How to critically evaluate the literature and present the literature review?

(Marks: 20)

Q. 4: What is a research report? In detail, discuss the need, format and components of a research report.

(Marks: 20)

Q. 5: Discuss the hypothetico-deductive method? Explain the various steps of this method. Provide suitable examples to support your answer.

(Marks: 20)

Q. 6: Discuss the advantages and disadvantages of different types of interviewing methods. Discuss the merits and demerits of these techniques.

(Marks: 20)

Q. 7: Review the following paragraph:

(Marks: 20)

Empirical research conducted on economic sectors in the U.S., Germany, Australia and Scotland has shown that factors such as age, size, location, legal form, and industry are related to business growth rates. Much of this research has focused on manufacturing firms thus providing little information about the effect of industrial sector differences upon the factors that are found to be significant. This article uses Swedish data to replicate the previous research while using a different definition of business to enhance the study of effects from industry, international versus domestic businesses, and domestic versus foreign ownership. We seek to confirm that small independent firms demonstrate the greatest growth rates in Sweden as elsewhere and to explore the effects of different industrial sectors on this conclusion. Multiple regression analysis with growth as the dependent variable shows that business age (younger grow more), beginning size (smaller grow more), independence of ownership, type of business activities (industrial sectors), and legal form are the most important factors related to growth. Although

business growth differs among industrial sectors, across all sectors youth, ownership independence and small size are major factors that underlie growth across all industrial sectors. (Davidsson et al. 2002).

After reading the above paragraph, explain the following: (5 x 4)

- I. Identify the research problem/problem statement
- II. Draw a theoretical/conceptual model
- III. Enlist non-directional hypotheses of the study
- IV. Elaborate the methodology for the study
- V. What can be the implication of the study



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Part-II: Annual -2017
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(3½ Years Programme)

Roll No.

Subject: Cost & Management Accounting
PAPER: 6

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

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

Q. No.1	<p>Pakistan International Airlines (PIA) flies a number of routes in Pakistan. The airline is obligated to provide 100 flights per month. Each flight carries 150 passengers. All routes are about the same distance. Airline fair per passenger is Rs.660. Each flight costs Rs.40,000 for gasoline, crew salaries etc. Variable per passenger is Rs.60 to cover meal and head tax imposed for each passenger at every airport to which Airline flies. Other costs (all fixed) are Rs.130,000 per month.</p> <p>Required:</p> <ol style="list-style-type: none"> 3. What is current Break-Even in terms of rupees and number of passengers? 4. How many passengers must the Airline get on its 100 flights in order to earn a monthly profit of Rs.70,000. 	20																						
Q. No.2	<p>The ABC pump company uses about 75,000 valves per year and usage is fairly constant 6,250 valves per month. The valve cost is Rs.1.50 per unit. The carrying cost is estimated to be 20 per cent of average unit cost on annual basis. The cost of placing an order and to process the delivery is Rs.18. It takes 45 days to receive the delivery from the date of an order and the safety stock of 3250 valves desired.</p> <p>Required: You are required to calculate:</p> <ol style="list-style-type: none"> c) EOQ d) The order point 	20																						
Q.No.3	<p>Following is the data of XYZ corporation:</p> <table border="1" data-bbox="354 1553 1263 1983"> <thead> <tr> <th>Particulars</th> <th>Rs.</th> </tr> </thead> <tbody> <tr> <td>Opening stock of finished goods</td> <td>13,590</td> </tr> <tr> <td>Closing stock of finished goods</td> <td>15,312</td> </tr> <tr> <td>Purchase of materials</td> <td>45,924</td> </tr> <tr> <td>Direct wages</td> <td>32,494</td> </tr> <tr> <td>Factory expenses</td> <td>15,704</td> </tr> <tr> <td>Selling Expenses</td> <td>25,904</td> </tr> <tr> <td>Office Expenses</td> <td>21,234</td> </tr> <tr> <td>Sales</td> <td>174,525</td> </tr> <tr> <td>Carriage on purchases</td> <td>472</td> </tr> <tr> <td>Sales of factory scrap</td> <td>390</td> </tr> </tbody> </table> <p>Required:</p> <ol style="list-style-type: none"> e) Prime Cost f) Cost of production g) Cost of goods sold h) Income statement 	Particulars	Rs.	Opening stock of finished goods	13,590	Closing stock of finished goods	15,312	Purchase of materials	45,924	Direct wages	32,494	Factory expenses	15,704	Selling Expenses	25,904	Office Expenses	21,234	Sales	174,525	Carriage on purchases	472	Sales of factory scrap	390	20
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P.T.O.

Q.No.4	<p>Normal operating capacity of a company's power plant is estimated to be 4,750,000KWH per month. At this level of activity fixed overhead is estimated to be Rs.171,000 and variable overhead Rs. 209,000. During the month the power plant produced 5,000,000 KWH. Actual overhead for the month totaled Rs.393,000.</p> <p>Required:</p> <p>c) Over and under applied overhead d) Spending and idle capacity variance</p>	20																								
Q. No.5	<p>Ahmer Electronics Corporation has two product lines, high speed printers and electronic typewriters. The company's market research Department prepared the following sales forecast for the coming year:</p> <table border="1" data-bbox="349 672 1250 873"> <thead> <tr> <th></th> <th>High Speed Printer</th> <th>Electronic Typewriter</th> </tr> </thead> <tbody> <tr> <td>Industry's total sales forecast</td> <td>50,000</td> <td>180,000</td> </tr> <tr> <td>Company's share of market</td> <td>20%</td> <td>10%</td> </tr> <tr> <td>Sales price per unit</td> <td>Rs.3,600</td> <td>Rs.1,000</td> </tr> </tbody> </table> <p>The sales representatives submitted these territorial sales estimates:</p> <table border="1" data-bbox="349 927 1250 1102"> <tbody> <tr> <td>Lahore</td> <td>2,400</td> <td>4,000</td> </tr> <tr> <td>Karachi</td> <td>6,000</td> <td>8,000</td> </tr> <tr> <td>Islamabad</td> <td>3,600</td> <td>4,000</td> </tr> <tr> <td>Total</td> <td>12,000</td> <td>16,000</td> </tr> </tbody> </table> <p>To establish an acceptable forecast, the budget director averages the two estimates. The resulting forecast is then broken down by territories in the same ratio as reflected in the estimates of the sales force.</p> <p>Required:</p> <p>The sales forecast showing unit sales and total sales revenue by sales territory and by product lines.</p>		High Speed Printer	Electronic Typewriter	Industry's total sales forecast	50,000	180,000	Company's share of market	20%	10%	Sales price per unit	Rs.3,600	Rs.1,000	Lahore	2,400	4,000	Karachi	6,000	8,000	Islamabad	3,600	4,000	Total	12,000	16,000	20
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Q. No.6	<p>The following information has been extracted from the plans of Monawar Company for the year 2003.</p> <p>Budgeted FOH-----Rs.150,000 Budgeted Material Cost-----Rs.100,000 Budgeted Labor Cost -----Rs.2,000,000 Budgeted Labor Hours ----- 150,000 hours Budgeted Machine Hours----- 120,000 hours</p> <p>Required:</p> <p>Pre-determined FOH rate based upon Material cost, Labor cost, Prime cost , labor hours and Machine hours.</p>	20																								
Q.No.7	<p>Define the followings:</p> <p>f) Overtime Premium g) Differential Cost h) Indirect Cost i) Product Cost j) Period Cost</p>	20																								
Q.No.8	<p>d) What is the margin of safety? e) The breakeven is an excellent planning tool, please discuss. f) What is Contribution Margin?</p>	20																								



UNIVERSITY OF THE PUNJAB

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

Roll No.

Subject: Auditing-Elective (Finance Specialization)
PAPER: 7

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: (i) Answer any FIVE (5) questions. All questions carry equal marks.
(ii) Extra attempt will not be considered.

- Q1) What do we mean by Audit Documentation. What is the form, content & extent of Audit Documentation? (20)
- Q2) What are the various types of "modified opinions". List & explain each? (20)
- Q3)a) What are the different reports which an auditor has to prepare for inclusion in Prospectus? (10)
b) What are the different techniques used by an auditor to obtain evidence? (10)
- Q4) What are the different types of Auditors Liabilities. Explain each with one (1) case law reference? (20)
- Q5) What are CUTT-OFF Procedures? Why is it important to perform them. What are the risks if they are not performed by the Auditor? (20)
- Q6) What is an engagement Letter. If clients asks for change in engagement terms during the course of Audit, should Auditor agree to that? Support your answer in the light of relevant Auditing Standard.? (20)
- Q7) Write Short notes on the following:
i) Forensic Audit iii) Scope Limitation iii) Dis-agreement with Management iv) External Confirmations (4*5)
- Q8) a) Discuss provisions of law relation to appointment & qualifications /disqualification of external Auditor (10)
b) What rights are available to Auditor, if he believes his removal to be inappropriate? (10)
- Q9) What is a subsequent Event. What are the responsibilities of Auditor under each category of Subsequent Event? (20)



UNIVERSITY OF THE PUNJAB

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

Roll No.

Subject: Business Taxation – Elective (Finance Specialization)
PAPER: 8

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: Attempt any 5 questions. Question No. 7 is compulsory. All questions carry equal marks.

- Q.No. 1: Define the following terms under the Income Tax Ordinance 2001. (20)
- (a) Pakistan Source Income (c) Company
(b) Resident (d) person
- Q.No. 2: Briefly describe the features and scope of salary under the provisions of Income Tax Ordinance 2001. (20)
- Q.No. 3: Discuss in detail the tax treatment under the Income tax Ordinance 2001, for the following facilities provided by employer to the employee's. (20)
- Accommodation
 - Conveyance
 - Loan to employee's
 - Medical, hospitalization fees and expenses
- Q.No. 4: Discuss the powers and functions of Federal Board of Revenue (20)
- Q.No. 5: What is Provident Fund? Discuss the treatment of various types of Provident Fund for inclusion in total income and exemption from income tax.. (20)
- Q.No. 6: What is meant by agricultural income? Is it taxable in Pakistan? Give example of agricultural income and non-agricultural income. (20)
- Q.No. 7: The following information in respect of Mr. Iqbal is available in respect of tax year ended 30th June 2016. Calculate his taxable income and tax payable. (20)
- | | |
|---|---------|
| 1. Basic salary----- | 850,000 |
| 2. Bonus----- | 150,000 |
| 3. House rent allowance----- | 425,000 |
| 4. Conveyance allowance----- | 60,000 |
| 5. Leave encashment----- | 18,400 |
| 6. Interest free loan obtained from the employer----- | 800,000 |
| 7. Gratuity received from unapproved fund----- | 200,000 |
| 8. Property income net----- | 100,000 |
| 9. Profit from speculation business----- | 20,000 |
| 10. Income from talk delivered on TV (gross)----- | 8,000 |

PTO

11. Annuity received from State Life Insurance Corporation Pakistan-----	50,000
12. Contribution to approved pension fund-----	180,000
13. Tax deducted at source from salary-----	120,000

Tax Rates

Where taxable income exceeds Rs. 14,00,000 but not exceeds Rs. 15,00,000	Rs. 82,500 + 12.5% amount exceeding Rs. 14,00,000
Where taxable income exceeds Rs. 15,00,000 but not exceeds Rs. 18,00,000	Rs. 95,000 + 15% amount exceeding Rs. 15,00,000
Where taxable income exceeds Rs. 18,00,000 but not exceeds Rs. 25,00,000	Rs. 140,000 + 17.5% amount exceeding Rs. 18,00,000

Q.No. 8: Diamond Engineers is a firm consisting of two partners having equal shares. Data for the year ended 31.12.2016 is as follows: - (20)

Rs.		Rs.	
Opening stock	450,000	Sales	400,000
Purchases	150,000	Discount	200,000
Salaries and wages	120,000	Closing stock	100,000
Rent	80,000	Net Loss	300,000
General expenses	10,000		
Audit fee	5,000		
Income tax	40,000		
Donations	3,000		
Partners salaries			
X	60,000		
Y	60,000		
Interest on capital			
X	10,000		
Y	12,000		
	<u>10,00,000</u>		<u>10,00,000</u>

Other Information

- Property income of partner X is Rs. 100,000 and partner Y is Rs. 70,000
- Tax Rates

Where taxable income upto Rs. 400,000	0%
Where taxable income exceeds Rs. 400,000 but not exceeds Rs. 750,000	10% of the amount exceeding Rs. 400,000
Where the taxable income exceeds Rs. 750,000 but not exceeds Rs. 15,00,000	Rs. 35,000 + 15% of the amount exceeding Rs. 750,000

Required:

- Compute the taxable income of the firm and tax payable for the tax year 2016.
- Ascertain total income of the partners



UNIVERSITY OF THE PUNJAB

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

Roll No.

Subject: Consumer Behavior
Elective (Marketing Specialization)

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

PAPER: 9

NOTE: Attempt any FIVE questions. Question # 1 is compulsory.

Sr. No	Questions	Marks
	Write short answers of the following. All questions carry equal marks	4*10
1	Define Individual buyer.	
2	Define Market segmentation. Write down its four steps.	
3	Define pre-purchase and ongoing search.	
4	Define Problem Recognition.	
5	Differentiate symbolic learning and affective learning.	
6	What criteria's are used by marketers to classify groups?	
7	What is information processing? How does it differ from perception	
8	What is meant by customer satisfaction?	
9	What is Subliminal Advertising?	
10	What is the difference between customer and consumer?	
Part 2	Attempt any four questions. Each question carry 15 marks	4*15
Q2	What are the costs and benefits of segmentation? Explain the process of Performing market Segmentation.	
Q3	What are the benefits of studying Consumer Behaviour? Explain the consumer behaviour concept with the help of consumer behaviour model.	
Q4	Explain the Neo-Freudian Personality Theory.	
Q5	Discuss in detail the variability of reference-groups influence on consumer behaviour.	
Q6	Define Personality. What is the use of Personality in Marketing practice.	
Q7	Define Motivation. What are the classifications and roles of motives?	



UNIVERSITY OF THE PUNJAB

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

Roll No.

Subject: Advertising and Promotional Strategies
Elective (Marketing Specialization)

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

PAPER: 10

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

Q: 1	What is advertising? Explain types and functions of advertising.	20
Q: 2	How traditional Marketing differs form Sales Promotion? Why response through Sales Promotion is considered as more quick?	20
Q: 3	Elaborate the Organizational Structure and Kinds of Advertising Agencies.	20
Q: 4	Give comprehensive not on Art Director's tool kit for print advertising. Also explain the procedure of advertising layout.	20
Q: 5	How advertising budget is prepared? What are its different methods and explain budgeting process.	20
Q: 6	Write a note on facets model of an effective advertising with the help of diagram.	20
Q: 7	How an advertising agency is being hired and fired? Brief about Revenue of Advertising Agencies.	20
Q: 8	Write short note on: i. Trade Mark ii. Purpose Visuals iii. Copy rights iv. Outdoor media	20