



UNIVERSITY OF THE PUNJAB

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

Roll No.

Subject: Mercantile Laws
PAPER: 1

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: ATTEMPT Five question, Question No. 7 is compulsory. All questions carry equal marks.

Question 1. Describe the types of contract according to formation, according to performance and according to enforceability. 20

Question 2. What is breach of contract? What remedies are available to the aggrieved party against the guilty party? 20

Question 3. Differentiate between indemnity and guarantee? Also explain the nature of surety's liability? 20

Question 4. What is doctrine of caveat emptor? What are exceptions to the rule? 20

Question 5. What are the provisions of companies' ordinance regarding preparation and presentation of financial statements of listed corporations? 20

Question 6. Briefly describe the procedure of appointment and disqualification of directors of a public corporation? 20

Question 7. Write a short note on the following 20

- a. Extra ordinary general meeting
- b. Articles of association
- c. Types of partners
- d. Reconstruction procedure of a company



UNIVERSITY OF THE PUNJAB

Part-II: Supply -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

Hypothetical Ltd (HL) wishes to acquire Target Ltd (TL), a small company with good growth prospects. The relevant information for both companies is as follows:

Company	Equity shares outstanding	Share price	Earnings after taxes (EAT)	Earnings per share (EPS)
Hypothetical Ltd	10,00,000	Rs 25	Rs 20,00,000	Rs 2
Target Ltd	1,00,000	10	2,00,000	2

Hypothetical Ltd is considering three different acquisition plans:

- (i) Pay Rs 12.5 per share for each share of TL.
- (ii) Exchange Rs 25 cash and one share of HL for every four shares of TL.
- (iii) Exchange one share for every two shares of TL.

Required: What will HL's EPS be under each of the three plans? What will the share price of HL be under each of the three plans, if its current P/E ratio remains unchanged (20 marks)

Question 2

a. A firm has sales of Rs. 10,00,000, variable cost of Rs. 7,00,000 and fixed costs of Rs. 2,00,000 and debt of Rs. 5,00,000 at 10% rate of interest. What are the operating, financial and combined leverages. If the firm wants to double its earnings before interest and tax (EBIT), how much of a rise in sales would be needed on a percentage basis? (10 marks)

b. The following information is available for ABC & Co.

EBIT	Rs. 1,120,000
Profit before Tax	320,000
Fixed Costs	700,000

Calculate % change in EPS if the sales are expected to increase by 5%. (10 marks)

Question 3

A. Assume that you have just won the state lottery. Your prize can be taken either in the form of \$ 40000 at the end of each of the next 25 years (i.e. \$1000, 000 over 25 years) OR as a single amount of \$500,000 paid immediately.

- i) If you can earn 5% p.a on your investment over the next 25 years, which alternative should you take? Why?
- ii) On a strictly economic basis, at approximately what earnings rate would you be indifferent between two plans? (10 marks)

B. Apple Ltd. bond sells for \$955 at present, has a 12% coupon rate and a \$1000 par value, pays interest annually and has a 15 years to maturity.

- i) Calculate the YTM (yield to maturity) on this bond
- ii) Explain the relationship between coupon rate and YTM and par value and market value of bond. (10 marks)

Question 4

The Howe Company's stockholders' equity account follows:

Common stock (400,000 shares at \$4 par)	\$1,600,000
Paid-in capital in excess of par	1,000,000
Retained earnings	<u>1,900,000</u>
Total stockholders' equity	<u>4,500,000</u>

The earnings available for common stockholders from this period's operations are \$100,000, which have been included as part of the \$1.9 million retained earnings.

- a. What is the maximum dividend per share that the firm can pay? (Assume that legal capital includes all paid-in capital.)
- b. If the firm has \$160,000 in cash, what is the largest per-share dividend it can pay without borrowing?

(P.T.O.)

- c. Indicate the accounts and changes, if any, that will result if the firm pays the dividends indicated in parts a and b.
- d. Indicate the effects of an \$80,000 cash dividend on stockholders' equity. (20 marks)

Briefly elaborate the following questions.

(20 marks)

1. Differentiate between Operating and Finance Lease.
2. Differentiate between Common and Preferred Stock.
3. Differentiate between vertical and horizontal merger.
4. Briefly explain the concept of Synergy.

1. You need to have \$50,000 at the end of 10 years. To accumulate this sum, you have decided to save a certain amount at the *end* of each of the next 10 years and deposit it in the bank. The bank pays 8 percent interest compounded annually for long-term deposits.

- a. How much will you have to save each year (to the nearest dollar)?
- b. If you deposit a certain amount at the *beginning* of each of the next 10 years. Now, how much will you have to save each year (to the nearest dollar)? (10 marks)

2. The Heymann Company's bonds have 4 years remaining to maturity. Interest is paid annually; the bonds have a \$1,000 par value; and the coupon interest rate is 9 percent.

- a. What is the yield to maturity at a current market price of (1) \$829 or (2) \$1,104?
- b. Would you pay \$829 for one of these bonds if you thought that the appropriate rate of interest was 12 percent. (10 marks)

Details of ABC Ltd is as follows:

Rs.

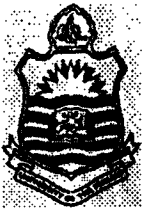
Sales (40% cash sales)		15,00,000
Less: Cost of sales		<u>7,50,000</u>
	Gross Profit:	7,50,000
Less: Office Exp. (including int. on debentures)	1,25,000	
Selling Exp.	<u>1,25,000</u>	<u>2,50,000</u>
	Profit before Taxes:	5,00,000
Less: Taxes		<u>2,50,000</u>
	Net Profit:	2,50,000

Balance Sheet

Particular	Rs.	Particular	Rs.
Equity share capital	20,00,000	Fixed Assets	55,00,000
10% Preference share capital	20,00,000	Stock	1,75,000
Reserves	11,00,000	Debtors	3,50,000
10% Debentures	10,00,000	Bills receivable	50,000
Creditors	1,00,000	Cash	2,25,000
Bank-overdraft	1,50,000	Fictitious Assets	1,00,000
Bills payable	45,000		
Outstanding expenses	5,000		
	<u>64,00,000</u>		<u>64,00,000</u>

Besides the details mentioned above, the opening stock was of Rs. 3,25,000. Taking 360 days of the year, calculate the following ratios; also discuss the position of the company: Gross profit

- ratio. (2) Stock turnover ratio. (3) Operating Profit ratio. (4) Current ratio. (5) Liquid ratio. (6) Debtors turnover ratio. (7) Creditors turnover ratio. (8) Absolute Liquid Ratio (20 marks)



UNIVERSITY OF THE PUNJAB

Part-II: Supply -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 'globalization' and discuss how globalization has become a challenge for HR managers of today? [19]

Q2: Define strategic management process? Also discuss the various types of corporate level strategies? [19]

Q3: Distinguish Training and development? How we conduct the 'training need analysis' and how we evaluate a 'training program'? [19]

Q4: What is the purpose of performance appraisal? Discuss the pros and cons of four performance appraisal tools.? [19]

Q5: What are the external source of candidates? Discuss with its advantages and disadvantages? [19]

Q6: What are the various types of interviews and which interview yield the high validity? [19]

Q7: Case Study: [24]

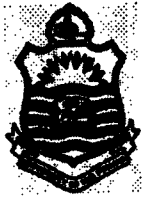
The hotel Paris's competitive strategy is "To use superior guest service to differentiate the hotel Paris properties, and to thereby increase the length of stay and return rate of guests, and thus boost revenues and profitability." HR manager Liza Cruz must now formulate functional policies and activities 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?



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Part-II: Supply -2017
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Roll No.

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

Subject: Production & Operation Management
PAPER: 4

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

- Q1: Explain the concept of SCIENTIFIC MANAGEMENT in Operations Management.
- Q2: What is OPERATIONS STRATEGY? Discuss the competitive dimensions of the operations.
- Q3: Explain the Location decision stages and the factors affecting facility location.
- Q4: Explain the following terms:
- (a) Product life cycle
 - (b) Robust Design
- Q5. Discuss the Short-term and long-term CAPACITY PLANNING.
- Q6. Discuss the basic essence of QUALITY MANAGEMENT SYSTEMS.
- Q7. Write a note on the PRODUCT AND SERVICE QUALITY.
- Q8. What is AGGREGATE PLANNING? What are the steps in the AGGREGATE PLANNING PROCESS.
- Q9. Explain the SCHEDULING in Repetitive-Flow and Continuous-Flow systems.
- Q10. Discuss the basic of MATERIAL REQUIREMENT PLANNING.
- Q 11. Discuss the mechanics of JIT production.
- Q12. Define SUPPLY CHAIN. Discuss the elements of SUPPLY CHAIN.



UNIVERSITY OF THE PUNJAB

Part-II: Supply -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. Stratified Random Sampling
- II. Research Gaps
- III. Research Ethics
- IV. Descriptive Analysis

Q. 2: What are differences between research proposal and research report? In detail, explain the contents of a written research proposal. (Marks: 20)

Q. 3: What is meant by population and sampling? In detail, discuss the different probability sampling techniques. (Marks: 20)

Q. 4: What are study constructs? In detail explain the independent, dependent, mediating and moderating constructs. Give appropriate examples to support your answer. (Marks: 20)

Q. 5: Define business research. Differentiate between basic and applied research. When are these types of research useful? Explain with the help of examples. (Marks: 20)

Q. 6: What is a survey instrument? Discuss its development, format and design in detail. Support your answer with suitable examples. (Marks: 20)

Q. 7: Review the following paragraph: (Marks: 20)

The purpose of this study was to test alternative relationships between performance appraisal satisfaction and employee outcomes in the form of self-reported work performance, affective organizational commitment and turnover intention. A cross-sectional survey of 593 employees from 64 Norwegian savings banks showed that performance appraisal satisfaction was directly related to affective commitment and turnover intention. The relationship between performance appraisal satisfaction and work performance, however, was both mediated and moderated by employees' intrinsic work motivation. The form of the moderation revealed a negative relationship for employees with low intrinsic motivation and a positive relationship for those with high intrinsic motivation. Implications for practice and directions for future research are discussed. (Kuvaas, 2006).

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. Propose a sound methodology for the study
- V. Discuss the implication of the study.



UNIVERSITY OF THE PUNJAB

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

Roll No.

Subject: Cost & Management Accounting
PAPER: 6

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. Each question carry equal marks.

Q. No.1	Fahad Corporation has total sales of Rs.4,500,000. Fixed expenses are of Rs.1,200,000 and the variable cost of Rs.1,800,000. Required: 4. Contribution Margin 5. Contribution Margin ratio 6. Break-even Point	20																						
Q. No.2	A company uses annual 50,000 units of an item costing Rs.1.20 each. Order cost is Rs.45 and inventory carrying cost 15 percent. Required: d) EOQ e) No of order f) Days to order	20																						
Q.No.3	Following is the data of Ehsan and sons: <table border="1" data-bbox="342 1123 1247 1561"> <thead> <tr> <th>Particulars</th> <th>Rs.</th> </tr> </thead> <tbody> <tr> <td>Direct labor</td> <td>3,000,000</td> </tr> <tr> <td>Direct material -Opening</td> <td>40,000</td> </tr> <tr> <td>Finished goods -closing</td> <td>150,000</td> </tr> <tr> <td>Finished goods- opening</td> <td>100,000</td> </tr> <tr> <td>Work in process- opening</td> <td>10,000</td> </tr> <tr> <td>Work in process -closing</td> <td>14,000</td> </tr> <tr> <td>Material purchase</td> <td>400,000</td> </tr> <tr> <td>Direct material -closing</td> <td>50,000</td> </tr> <tr> <td>Manufacturing overheads</td> <td>214,000</td> </tr> <tr> <td>Sales</td> <td>1,200,000</td> </tr> </tbody> </table> Required: Calculate: e) Prime cost f) Cost of Production g) Cost of Goods Sold h) Income statement	Particulars	Rs.	Direct labor	3,000,000	Direct material -Opening	40,000	Finished goods -closing	150,000	Finished goods- opening	100,000	Work in process- opening	10,000	Work in process -closing	14,000	Material purchase	400,000	Direct material -closing	50,000	Manufacturing overheads	214,000	Sales	1,200,000	20
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Q.No.4	Bahoo and Company applied FOH to its production on the basis of direct labor hours. For the year 2008 , the company estimated its expected actual capacity 600,000 direct labor hours, estimated fixed factory overhead Rs.360,000 and estimated variable factory overhead Rs.660,000. By the end of 2008 actual capacity attained was 560,000 direct labor hours and actual factory overhead for year totaled Rs.912,000. Required: d) Total under and over applied FOH e) Budgeted Variance f) Idle Capacity Variance	20																						

(P.T.O.)

<p>Q. No.5</p>	<p>The production manager of Alrehman corporation has submitted the following forecast of units to be produced by quarter for the upcoming fiscal year:</p> <table border="1" data-bbox="365 268 1266 443"> <thead> <tr> <th></th> <th>1st Quarter</th> <th>2nd Quarter</th> <th>3rd Quarter</th> <th>4th Quarter</th> </tr> </thead> <tbody> <tr> <td>Units to be produces</td> <td>24,000</td> <td>19,500</td> <td>21,000</td> <td>22,500</td> </tr> </tbody> </table> <p>Each unit requires 1.05 direct labor hours and direct laborers are paid Rs.36 per hour.</p> <p>Required:</p> <p>c) Construct the company's direct labor budget for the upcoming fiscal year assuming that the direct labor workforce is adjusted each quarter to match the number of hours required to produce the forecasted number of units to be produced.</p> <p>d) Construct the company's direct labor budget for the upcoming fiscal year assuming that the direct labor workforce is not adjusted each quarter. Instead assume that the company's direct labor workforce consist of permanent employees who are guaranteed to be paid for at least 7,800hours of work each quarter. If the number of direct labor hours is less than this number, the workers are paid for 7,800 hours anyways. Any hours worked in excess of 7,800 hours in a quarter are paid at the rate of 4,5 times the normal hourly rate for direct labor.</p>		1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	Units to be produces	24,000	19,500	21,000	22,500	<p>20</p>
	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter								
Units to be produces	24,000	19,500	21,000	22,500								
<p>Q. No.6</p>	<p>The Inam Company estimates its FOH for the next period at RS. 108,000. It is estimated that 72,000 units will be produced at a material cost of Rs.90,000. Production will require 48,000 direct labor hours at an estimated cost of Rs.240,000. The machines will run about 32,000.</p> <p>Required:</p> <p>The predetermined FOH rate based on:</p> <p>e) Material cost f) Units of Production g) Direct Labor h) Direct Labor Hour e)Machine Hours</p>	<p>20</p>										
<p>Q.No.7</p>	<p>What is cost accounting? State briefly the scope of cost accounting.</p>	<p>20</p>										
<p>Q.No.8</p>	<p>Distinguish between:</p> <p>f) Cost center and Cost unit g) Product cost and Period cost h) Direct cost and Indirect cost i) Capital cost and Revenue Cost j) Prime cost and Conversion Cost.</p>	<p>20</p>										



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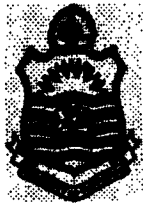
Roll No.

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 qualities of an Auditor are desired by “code of Ethics” issued by IFAC? (20)
- Q2) Define Internal Control, how would the assessment of Internal control affect the nature, timing & extent of Audit Procedures? (20)
- Q3) What are the different kinds of liabilities for which an auditor can be held responsible, List & explain each in detail. (20)
- Q4) What are the points on which an auditor should put special emphasis during the course of an audit of Sugar Company? (20)
- Q5) What are the different types of reports. Differentiate between “Emphasis of Matter” paragraph and “Other Matters” paragraph? (20)
- Q6) What do we mean by Audit Documentation. What is the form, content & extent of Audit Documentation”? (20)
- Q7) Write Short notes on the following:
i) Cost Audit ii) Historical Financial Statements iii) Performance
Materiality iv) window Dressing v) Internal Audit (5*4)
- Q8) What are the responsibilities of an auditor in case of subsequent events?(20)
- Q9) Who are the general users of Audited Accounts, List all the possible users & their reasons/purposes for which they rely on Audited Financial Statements?(20)



UNIVERSITY OF THE PUNJAB

Part-II: Supply -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) Non Resident (c) Registered Firm
(b) Foreign and Domestic Company (d) Assessment year
- Q.No. 2: Explain in detail the provisions of Income Tax Ordinance 2001, in respect of appeal to Appellate Tribunal and the Composition of the Appellate Tribunal. (20)
- Q.No. 3: What are various types of losses? How can these losses be set-off and carry forward? (20)
- Q.No. 4: Explain the term depreciation. Discuss the Conditions for admissibility of depreciation under the Income Tax Ordinance 2001. (20)
- Q.No. 5: Briefly explain the legal provisions governing the filing of total income under the income tax ordinance 2001. (20)
- Q.No. 6: What are the legal provisions governing the residential status of individual, association of persons and Company in Pakistan. (20)
- Q.No. 7: The following information in respect of Mr. Shoaib is available in respect of tax year ended 30th June 2016: (20)
- | | |
|--|---------|
| 1. Basic salary----- | 400,000 |
| 2. Bonus----- | 100,000 |
| 3. Overtime payment----- | 20,000 |
| 4. Leave fare assistance(travelled within Pakistan) | 15,000 |
| 5. Car (provided by company for personal use)----- | 600,000 |
| 6. Utility allowance----- | 20,000 |
| 7. a. Income from business (USA)----- | 30,000 |
| b. Tax paid in USA----- | 1,000 |
| 8. a. Property income----- | 200,000 |
| b. Collection charges----- | 18,000 |
| c. Property tax paid by tenant----- | 15,000 |
| d. Advance tax on rent----- | 6,500 |
| 9. Zakat deducted under Zakat Ordinance | 80,000 |
| 10. Gain on disposal of immoveable property (holding period less than one year)----- | 50,000 |
| 11. Share of association of persons----- | 20,000 |
| 12. Mark-up on housing finance scheme----- | 45,000 |

Required:

Taxable income and tax payable of Mr. Shoaib for the tax year ended 30.06.2016

PTO

Q.No. 8: Ali and Hassan are partners in a registered firm with equal shares. Profit and loss account for the year ended 31st March 2016 is as follows: - (20)

Salaries	150,000	Gross profit	920,000
Printing and stationary	20,000	Capital gain on sale of public	
Advertisement	10,000	company shares	80,000
Office rent	100,000		
General expenses	25,000		
Staff welfare expenses	15,000		
Unapproved donation	8,000		
Loss on sale of car	18,000		
Salaries to partners			
Ali	20,000		
Hassan	30,000		
Interest on capitals			
Ali	10,000		
Hassan	15,000		
Reserve for income tax	5,000		
Depreciation	8,000		
Net profit	566,000		
	<u>10,00,000</u>		<u>10,00,000</u>

Notes

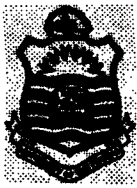
- Advertisement expenses include cost of new sign board Rs. 2,000 on which depreciation is to be allowed @10%.
- General expenses include Rs. 5,000 towards legal expenses for drawing new partnership deed.
- Tax depreciation Rs. 6,000 (other than allowable on new sign board)
- Capital gain on sale of shares of public company shares disposed after 12 months.

Required

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

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



UNIVERSITY OF THE PUNJAB

Part-II: Supply -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	What is information processing? How does it differ from perception	
2	What criteria's are used by marketers to classify groups?	
3	Explain the Diffusion process.	
4	Differentiate Pre-purchase and Ongoing search.	
5	Differentiate between Social groups and Reference groups.	
6	Define Subculture.	
7	Define Market segmentation. Write down its four steps.	
8	Define Consumer behaviour.	
9	Briefly explain Self-concept.	
10	Brief Approach-Approach conflict.	
Part 2	Attempt any four questions. Each question carry 15 marks	4*15
Q2	Discuss in detail the Tricomponent Attitude Model.	
Q3	What is an innovation? Elaborate the Adoption process.	
Q4	Define Consumer behaviour. Explain in detail the importance of consumer behavior in marketing management.	
Q5	Define culture. What are the implications of culture change for the marketer?	
Q6	Who are the opinion leaders? What are the characteristics of opinion leaders?	
Q7	Briefly discuss the stages of Traditional Family Life Cycle?	



UNIVERSITY OF THE PUNJAB

Part-II: Supply -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	Define Advertising? Explain briefly the importance of study of Advertising as subject?	20
Q: 2	Discuss the Role of Advertising Department? Its organization and functions in the different stages of Product Life Cycle?	20
Q: 3	Brief about different Media Options with their corresponding strength and weaknesses of different medias.	20
Q: 4	Brief about the concept of Advertising Research? Brief all steps involved conducting Advertising Research?	20
Q: 5	Brief the concept of Creative Art Direction? Write down importance of Creative Art Direction.	20
Q: 6	What is meant by Copy Writing? Discuss Copy Writing with Aid of FCB Matrix?	20
Q: 7	Why budget is a critical part of planning of an advertising campaign and also explain different budgeting methods of advertising.	20
Q: 8	Write short note on: i. Yellow Page ii. Captions iii. Copy rights iv. Trade Mark	20