

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE 2011: AFFILIATED COLLEGES
INTRODUCTION TO BUSINESS: BA (H) – 341
BS – I

Date: June 10, 2011

Max Marks: 60
Max Time: 3hrs

Instruction: Attempt any five questions, all questions carry equal marks.

- Q#1 Define the term "Business"? Discuss ethics and social responsibility of a business.
- Q#2 Compare and contrast different economic systems for a business.
- Q#3 a- Is partnership different from a sole proprietorship? Justify your answer.
b- What are the advantages and disadvantages of a partnership?
- Q#4 What is marketing? Discuss its functions and various Promotional Strategies.
- Q#5 What is the key role of a Human Resource Manager. Discuss the importance of Performance Appraisal in Human Resource Management?
- Q#6 State various types of business risks. Describe the steps necessary for handling business risks.

End of Paper

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011: AFFILIATED COLLEGES
BUSINESS ENGLISH – I BA (H) – 301
BS – I

Date: June 12, 2011

Max Time: 3 Hrs
Max Marks: 60

INSTRUCTIONS: Attempt all questions

Copy down the question number neatly and correctly

Question no 1- Complete the following sentences with appropriate tenses using the words given in brackets. (12)

1. When Carol (call) _____ last night, I (watch)_____ my favourite show on television.
2. I(work)_____ for this company for more than thirty years, and I intend to stay here until I retire!
3. Sharon (love)_____ to travel. She (go)_____ abroad almost every summer. Next year, she plans to go to Peru.
4. Thomas is an author. He (write)_____ mystery novels and travel memoirs. He (write)_____ since he was twenty-eight. Altogether, he(write)_____ seven novels, three collections of short stories and a book of poetry.
5. We were late because we had some car problems. By the time we (get)_____ to the train station, Susan (wait)_____ for hours for more than two hours.
6. Sam (try)_____ to change a light bulb when he (slip)_____ and (fell) _____ .
7. Everyday I (wake)_____ up at 6 o'clock, (eat)_____ breakfast at 7 o'clock and (leave) for work at 8 o'clock. However, this morning I (get)_____ up at 6:30,(skip)_____ breakfast and (leave)_____ for work late because I (forget)_____ to set my alarm.
8. By this time next summer, you (complete)_____ your studies and (find)_____ a job. I, on the other hand (accomplish not)_____ anything I (study, still)_____ and you (work)_____ in some new high paying job.

Question no 2- Detect any errors in the use of prepositions in the following sentences, and rewrite the correct form (10)

- 1- Al Fernandez is especially adept with woodworking. _____
- 2- We find it impossible to comply to the latest safety regulations. _____
- 3- In a televised address, the president will talk with the nation at 6 pm. _____
- 4- Lola said that she plans on sleeping late during her vacation. _____
- 5- Mr. John's management style is much different than Mr. tom. _____
- 6- Ray is very angry at David for divulging the secret . _____
- 7- It is difficult to reconcile this new business venture with their recent bankruptcy. _____
- 8- Isolated from neighbors , the hermit was independent with local laws. _____
- 9- A car very similar with yours is for sale. _____
- 10- Richard has little interest with data processing. _____

Question no 3- Combine each of the following groups of sentences to include a modifying phrase. (10)

1. Then Jennifer shook her head. Jennifer was a short, round girl but seven years old.
2. Lying in his bunk, Lamp Trimmer Samuel Hemming heard a curious hissing from the forepeak. The forepeak was the compartment closest to the bow of the *Titanic*.
3. Terri is an English major who reads horoscopes aloud from the *Boston Globe*. She asks Carlos if he knows what "obsequious" means. Carlos is a Russian studies major.
4. Then she shook her hair warningly and touched a finger to her lips and shook her head again. Her eyes were pleading with him.
5. All of the babies are hooked up to cardiovascular machines. Their indicators are measuring heart rates and respiratory rates.
6. His place looked very comfortable and homey. His magazines are resting in neat stacks on the left side and pictures and sayings are covering the white painted walls.
7. Shivering, the soldiers retreated two days ago. Their spirits were outraged and crushed by the defeat.
8. The plunger grips the barrel. It submerges the barrel under the house, where it is then secured by brass straps.
9. Tall, slim, with his blue lab coat on, he takes control instantaneously. He sets the papers down and dives right into the lecture.
10. Minute fungi overspread the whole exterior. It hung in a fine tangled web-work from the leaves.

Question no 4- Supply the answers by selecting one option .(07)

- 1- Everybody ___ by the terrible news yesterday.
a) shocked b) was shocked
- 2- Mr. Green ___ at the University since 1989.
a) has been teaching b) has been taught
- 3- Not much ___ about the accident since that time.
a) has said b) has been said
- 4- A new book ___ by that company next year.
a) will publish b) will be published
- 5- He ___ the girl's name now.
a) remembers b) is remembered
- 6- The secretary ___ to her new boss yesterday.
a) Introduced b) was introduced
- 7- A prize ___ to whoever solves this equation.
a) will be given b) will be giving

Question no 5- Replace the words with pronouns where appropriate. (05)

- 1- The magazines are all your own.
- 2- She and I bought the magazine together.

3- Miss Lee and Miss Lee's sister came to see you.

4- Who is going to play with the cards?

5- The principal saw me as I was entering the class.

Question no 6- By coordinating words, phrases, and/or clauses, combine the sentences in each set into a single clear sentence (10)

1-The sound of an automobile horn is muffled.
The sound is indistinct.
The sound seems part of another world.

2-Few of the strikers obeyed the court order.
They returned to work.
Most of the strikers remained on the picket line.

3-The winds dispersed.
The rain slackened to a drizzle and a mist.
The clouds fell apart.
The sun shone through.

4-The girl was little.
She pressed her nose against the window.
The window was icy.
She giggled with delight.
She had never seen snow before.

5-The waitress tugged the pencil out of her hair.
Her hair was lacquered.
She licked the pencil point.
She flicked over her bill pad.
She asked if she could take our order.

Question no 7- Punctuate the following paragraph (06)

I'll never forget summer camp two weeks of cramps and campfires and slugs in my underwear. One night I got lost in the woods the witch crafted spine-tingling woods. I don't know how I managed to get lost one moment I was marching along with my fellow scouts and the next I was marching alone. When I realized what had happened I responded like a true Boy Scout of America I sat down on a toadstool and sobbed. Oh I knew I was going to die out there. I waited for the gnats that sew your lips shut the owls that peck out your eyes the spiders that drop eggs on your tongue and the wolves that drag your carcass to their dens. I knew that by the time they found me there would be nothing left of me but my neckerchief slide. I imagined them taping it to a postcard and mailing it home to my dad. When I ran out of tears I started singing Oh, they built the ship *Titanic* to sail the ocean blue. And just then a flashlight found me. My patrol leader asked what I was doing out here in the woods and I spit on my palms and said Don't worry about me. I can take care of myself. That night I dreamed of dragons in the pines and I woke up screaming

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011: AFFILIATED COLLEGES
MICRO ECONOMICS: BA (H)-311
BS – I

Date: June 14, 2011

Max. Marks 60
Max. Time 3 hours

Instructions:

1. Attempt any FIVE questions. All questions carry equal marks
2. Programmable calculators are not allowed

Q1.(a) Define Price elasticity of demand (Ed) and discuss its significance while Explaining Total Revenue (TR).

(b) Find Ed geometrically at points B,D, F and G for the given market demand Curve.

Point	A	B	C	D	F	G	H
Price (Px)	6	5	4	3	2	1	0
Quantity (Qx)	0	20,000	40,000	60,000	80,000	100,000	120,000

Q.2 (a) Briefly discuss the factors which affect the Supply curve.

(b) Suppose that the market demand in a perfectly competitive industry is Given by $QD = 70,000 - 5000 P$ and the market supply function is given as $QS = 40,000 + 2500 P$, with P is in dollars.

i – Find the market equilibrium price.

ii – Find the market demand and market supply schedule at prices of \$9, \$8, \$7, \$6, \$5, \$4, \$3, \$2, \$1.

Q.3 a) “Often scarcity of resource leads to choice for an individual which require Decision making” discuss the above statement in light of microeconomics

b) What is Engel curve? Describe it with the help of some schedule.

Q.4 : (a) Clearly differentiate between perfect competition and monopoly

(b) Sketch the curvilinear demand curve for given data of a monopoly firm also derive MR at each point which must prove $MR < P$ for monopoly firm

Points	A	B	C	D
Price (P)	11	8	5	4
Quantity (Q)	1	2	6	10

Q.5 : If a firm is operating under perfect competition with market price of \$4 , how would You optimize the firm’s profit by using marginal approach for following data set. Support your answer with graphical depiction as well.

Q	100	200	300	400	500	600	700	750	800	900
TC	1000	1300	1500	1600	1700	1850	2100	2265	2500	3600

Q.6: Write short note on any three of following:

- 1- Expansion Path
- 2- Fixed cost and Variable cost
- 3- Indifference Curve
- 4- Point and Arc Elasticity
- 5- Market equilibrium when demand and supply both increases

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE 2011: AFFILIATED COLLEGES
BASIC MATHEMATICS – I BA (H) – 321
BS – I

June 16, 2011

Max Time: 3 Hours

Max Marks: 60

Instructions: Attempt all questions in sequence preferably

Q.1. Solve the following: (i) $3(2t - 8) = 4(7 + t)$ (ii) $x^2 - 2x - 48 = 0$ (iii) $0 \geq 20 - x \geq -20$
(iv) $4x^2 - 100 < 0$ (v) Illustrate graphically what is meant by negative and positive slope
(vi) Rewrite the equation $3x - 2y = 15$ in slope intercept form, also find the x-intercept, y-intercept and sketch the function (vii) Determine the distance between the x-intercept and y-intercept for the equation $3x - 2y = 15$.

Q.2. Solve the system of equation:

$$\begin{aligned}x + y &= 3 \\2x - y &= 12 \\x - 4y &= 13 \\-2x + 5y &= 0\end{aligned}$$

Q.3. Sketch the quadratic function: $u = f(v) = 10v^2 + 20v - 100$

Q.4.(a) A firm sells a single product for \$65 per unit. Variable cost per unit are \$20 for materials and \$27.5 for labor. Annual fixed cost are \$100,000. Construct the profit function stated in terms of x, the number of units produced and sold. What profit is earned if annual sales are 20,000 units.

Q.4.(b) An investment of \$200,000 is made which earns interest at the rate of 8% per year. If interest is compounded continuously determine the exponential function which states the compound amount as a function of years of investment t. What will this amount grow to if it is invested for 5 years and 10 years.

Q.5(a) Compute the monthly mortgage payment, total payment and total interest if the mortgage loan amounts to \$80,000 at the rate of 10% per year for 20 years.

Q.5(b) The population {(P) in millions} of a country is estimated by the function, $P = 125e^{0.035t}$, t = time measured in years since 1990. (a) what is the population expected to equal in year 2000 (b) determine the expression for the instantaneous rate of change in the population (c) what is the instantaneous rate of change in the population expected to equal in year 2000.

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION: AFFILIATED COLLEGES
ISLAMIC STUDIES: BA (H) – 351
BS – I

Date: June 18, 2011

Max Time: 3 Hours
Max. Marks: 60

Introduction: Attempt any five questions. All Questions carry equal marks.

کوئی سے پانچ سوالات حل کریں۔ تمام سوالات کے نشانات مساوی ہیں۔

-
- Q.No. 1 What is the importance & Status of Religion in our daily life? Discuss.
سوال نمبر ۱ ہماری روزمرہ زندگی میں مذہب (دین) کی کیا اہمیت اور مقام ہے بیان کیجئے۔
- Q.No.2 To unite the Muslim Ummah in the Present Scenario what valid points do you suggest?
سوال نمبر ۲ امت مسلمہ کے اتحاد کیلئے موجودہ حالات میں آپ کیا اہم نکات تجویز کرتے ہیں۔
- Q.No.3 Briefly enlist the main steps which were taken in connection of very 1st Islamic State at Madinah.
سوال نمبر ۳ پہلی اسلامی ریاست مدینہ منورہ (یثرب) کے ضمن میں جو اہم اقدامات اٹھائے گئے، ان کا مختصر تذکرہ کیجئے۔
- Q.No.4 Comments on the Civilization & Culture of Sub-Continent before Islam.
سوال نمبر ۴ اسلام سے پہلے برصغیر کی تہذیب و معاشرت پر تبصرہ کیجئے۔
- Q.No.5 Compare the Islam Human Rights with the Western Concept of Rights.
سوال نمبر ۵ اسلام میں انسانی حقوق کا موازنہ مغرب کے تصور انسانی حقوق سے کریں۔
- Q.No.6 Furnish the salient features of Lawful Earning (KASB-E-HALAL) in Islam.
سوال نمبر ۶ اسلام میں (کسبِ حلال) حلال ذریعہ معاش کی نمایاں خصوصیات بیان کیجئے۔

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE 2011; AFFILIATED COLLEGES
ETHICAL BEHAVIOR (FOR NON MUSLIMS): BA (H) – 351
BS – I

Date: June 18, 2011

Max Time: 3 Hours
Max Marks: 60

Instructions: Attempt any five questions. All questions carry equal marks.

- Q.1. Describe the difference between religions ethics and utilitarian ethics.
- Q.2. Why do we need to have ethics in the constitution of law and science; what is going to happen if we ignore it?
- Q.3. Explain the Theories of Punishment. According to your view point which Theory of Punishments is well suited in this modern era.
- Q.4. Explain the concept of ethics in Christianity and Islam; how will you differentiate between them?
- Q.5. In the corporate world, professionalism is incomplete without Ethics; discuss the role of ethics in the professionalism.
- Q.6. Explain and differentiate between Mill's Moral Philosophy of Hedonism and Kant's Moral Philosophy?
- Q.7. Summarize the historical development of Morality by mentioning the stages of Instinctive Moral Life, Customary Moral Life and Reflective Morality.
- Q.8. Write detail note on any one of the followings:
- Medical Ethics
 - Tolerance
 - Freedom and Responsibility
 - Justice

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011; AFFILIATED COLLEGES
PRINCIPLES OF ACCOUNTING BA (H) – 331
BS – I

Date: June 20, 2011
Instruction: Attempt all questions

Max Time: 3 Hrs
Max Marks: 60

Q.No.1

The following trial balance was taken from the books of Faraz Corporation on December 31, 2007.

<u>Account</u>	<u>Debit</u>	<u>Credit</u>
Cash	Rs 12,000	
Accounts Receivable.....	40,000	
Note Receivable.....	7,000	
Allowance for Doubtful Accounts.....		Rs 1,800
Merchandise Inventory.....	44,000	
Prepaid Insurance.....	4,800	
Furniture and Equipment.....	125,000	
Accumulated Depreciation—Furniture and Equipment.....		15,000
Accounts Payable.....		10,800
Common Stock.....		44,000
Retained Earnings.....		55,000
Sales.....		280,000
Cost of Goods Sold.....	111,000	
Salaries Expense.....	50,000	
Rent Expense.....	12,800	
Totals.....	<u>Rs 406,600</u>	<u>Rs 406,600</u>

At year end, the following items have not yet been recorded.

- a. Insurance expired during the year, Rs 2,000.
- b. Estimated bad debts, 1% of gross sales.
- c. Depreciation on furniture and equipment, 10% per year.
- d. Interest at 6% is receivable on the note for one full year.
- e. Rent paid in advance at December 31, Rs 5,400 (originally charged to expense).
- f. Accrued salaries at December 31, Rs 5,800.

Instructions

- (a) Prepare the necessary adjusting entries.
- (b) Prepare the necessary closing entries.

Q.No.2

Naveed Ship Company's bank statement for the month of September showed a balance per bank of Rs 7,000. The company's Cash account in the general ledger had a balance of Rs 4,667 at September 30. Other information is as follows:

- (1) Cash receipts for September 30 recorded on the company's books were Rs 4,200 but this amount does not appear on the bank statement.
- (2) The bank statement shows a debit memorandum for Rs 40 for check printing charges.
- (3) Check No. 119 payable to Laiq Company was recorded in the cash payments journal and cleared the bank for Rs 248. A review of the accounts payable subsidiary ledger shows a Rs 36 credit balance in the account of Laiq Company and that the payment to them should have been for Rs 284.
- (4) The total amount of checks still outstanding at September 30 amounted to Rs 5,800.
- (5) Check No. 138 was correctly written and paid by the bank for Rs 429. The cash payment journal reflects an entry for Check No. 138 as a debit to Accounts Payable and a credit to Cash in Bank for Rs 492.
- (6) The bank returned an NSF check from a customer for Rs 550.
- (7) The bank included a credit memorandum for Rs 1,260 which represents collection of a customer's note by the bank for the company; principal amount of the note was Rs 1,200 and interest was Rs 60. Interest has not been accrued.

Instructions

- (a) Prepare bank reconciliation for Naveed Ship Company at September 30.
- (b) Prepare any adjusting entries necessary as a result of the bank reconciliation.

Q.No.3

Following is the trial balance of MAX Company:

Account Titles	Trial Balance	
	Debit	Credit
Cash	30	
Accounts Receivable	12	
Prepaid Rent	8	
Supplies	10	
Office Equipment	50	
Accum. Depreciation— Equipment		10
Accounts Payable		20
Yasir, Capital		30
Yasir, Drawing	2	
Rent Revenue		82
Depreciation Expense	6	
Rent Expense	4	
Salaries Expense	20	
Totals	<u>142</u>	<u>142</u>

Adjustment data:

- Prepaid rent expired during August, Rs 2.
- Depreciation expense on office equipment for the month of August, Rs 10.
- Supplies on hand on August 31 amounted to Rs 6.
- Salaries expense incurred at August 31 but not yet paid amounted to Rs 15.

Instructions

- Prepare Income Statement
- Prepare Balance Sheet

Q. No. 4 a

Wahid Company sold the following two machines in 2010:

	<u>Machine A</u>	<u>Machine B</u>
Cost	Rs 84,000	Rs 60,000
Purchase date	7/1/2006	1/1/2007
Useful life	8 years	5 years
Salvage value	Rs 4,000	Rs 2,000
Depreciation method	Straight-line	Double-declining-balance
Date sold	1/7/10	1/8/10
Sales Price	Rs 35,000	Rs 12,000

Instructions

Journalize all entries required to update depreciation and record the sales of the two assets in 2010. The company has recorded depreciation on the machine through December 31, 2009.

Q. No. 4 b

Hamid Company purchased factory equipment with an invoice price of Rs 90,000. Other costs incurred were freight costs, Rs 2,100; installation wiring and foundation, Rs 2,200; material and labor costs in testing equipment, Rs 700; oil lubricants and supplies to be used with equipment, Rs 500; fire insurance policy covering equipment, Rs 1,400. The equipment is estimated to have a Rs 5,000 salvage value at the end of its 8-year useful service life.

Instructions

- Compute the acquisition cost of the equipment. Identify each element of cost clearly.
- If the double-declining-balance method of depreciation was used, the constant percentage applied to a declining book value would be?

Q. No. 5 a

The following business transactions in general journal form. Identify each transaction by number.

1. The owner, Nick Brown, invests Rs 20,000 in cash in starting a real estate office operating as a sole proprietorship.
2. Purchased Rs 400 of office supplies on credit.
3. Purchased office equipment for Rs 7,500, paying Rs 2,500 in cash and signed a 30-day, Rs 5,000, note payable.
4. Real estate commissions billed to clients amount to Rs 5,000.
5. Paid Rs 700 in cash for the current month's rent.
6. Paid Rs 200 cash on account for office supplies purchased in transaction 2.
7. Received a bill for Rs 500 for advertising for the current month.
8. Paid Rs 2,200 cash for office salaries.
9. Brown withdrew Rs 1,200 from the business for living expenses.
10. Received a check for Rs 4,000 from a client in payment on account for commissions billed in transaction 4.

Required:

- a) Record all transactions in General Journal
- b) Prepare T accounts
- c) Prepare Trial balance

Q. No.5 b

Laiq Company uses a sales journal, a cash receipts journal, and a general journal to record transactions with its customers. Record the following transactions in the appropriate sales journal, a cash receipts journal, and a general journal. The cost of all merchandise sold was 70% of the sales price.

- | | | |
|------|----|---|
| July | 2 | Sold merchandise for Rs 18,000 to Basit on account. Credit terms 2/10, n/30. Sales invoice No. 100. |
| July | 5 | Received a check for Rs 800 from Rehan in payment of his account. |
| July | 8 | Sold merchandise to Fahad for Rs 700 cash. |
| July | 10 | Received a check in payment of Sales invoice No. 100 from Basit minus the 2% discount. |
| July | 15 | Sold merchandise for Rs 9,000 to Javed on account. Credit terms 2/10, n/30. Sales invoice No. 101. |
| July | 18 | Borrowed Rs 25,000 cash from United Bank signing a 6-month, 10% note. |
| July | 20 | Sold merchandise for Rs 15,000 to Karim on account. Credit terms 2/10, n/30. Sales invoice No. 102. |
| July | 25 | Issued a credit memorandum for Rs600 to Karim as an allowance for damaged merchandise previously sold on account. |
| July | 31 | Received a check from Javed for Rs 5,000 as payment on account. |

END OF PAPER

Karachi university business school
University of Karachi
Final Examination, June 2011: Affiliated Colleges
Business Mathematics- BA (H)-322
BS-II

Date: June 11, 2010

Max Marks: 60
 Max Time: 3hrs

Instructions: Attempt all questions in sequence preferably.

Q.1. A dietitian is planning a menu for the evening meal at university dining hall. Three main items will be served, all having different nutritional contents. The dietitian is interested in providing atleast the minimum daily requirements (MDR) of each of three vitamins in this one meal. The table below summarizes the vitamin content per ounce of each type of food, the cost per ounce of each food and MDR for the three vitamins. Any combination of the three foods may be selected as long as the total serving size is atleast 9 ounces. The problem is to determine the number of ounces of each food to be included in the meal. The objective is to minimize the cost of each meal subject to satisfying the MDR requirements of the three vitamins as well as the restriction on minimum serving size. Formulate the linear programming model for this problem. (Note: Only give complete formulation).

	Vitamin (mg)			
Food	1	2	3	Cost per ounce (\$)
1	50	20	10	0.10
2	30	10	50	0.15
3	20	30	20	0.12
MDR	290	200	210	

Q.2. Transform the following set into the standard form required by the simplex method.

$$x_1 + x_2 \leq 100$$

$$2x_1 + 3x_2 \geq 40$$

$$x_1 - 2x_2 = 25$$

$$x_1, x_2 \geq 0$$

Q.3. Evaluate the following:

(i) $\lim_{x \rightarrow -5} \{x/(x^2 + 10)\}$ (ii) $\lim_{x \rightarrow -2} (3x^2 - 4x + 10)$ (iii) Determine the values which make the given function discontinuous: $f(x) = 1/(x^3 - x)$ (iv) Determine the general expression for the difference quotient of the function $y = f(x) = x^2$ (v) Find all higher order derivatives for $f(x) = 25.693$

Q.4. Examine the following function for any critical points and determine their nature: $f(x) = -x^5$

Q.5. Determine the following:

i. $\int xe^x dx$

ii. $\int \{6x/(3x^2 - 10)\} dx$

iii. $\int 67 dx$

iv. The marginal revenue function for a company's product is $MR = 40,000 - 4x$ (x = number of units sold). If total revenue equals zero when no units are sold, determine the total revenue function for the product.

v. $\int \ln x dx$

End of Paper

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE 2011: AFFILIATED COLLEGES
FINANCIAL ACCOUNTING: BA (H) – 332
BS – II

BS Four Years
Program

Date: June 13, 2011

Max Time: 3 Hrs

Max Marks: 60

Instructions: Attempt any **FIVE (5)** Questions. All questions carry equal marks

Q1 (i) Explain the following:

- | | |
|----------------------------------|-------------------------|
| a. LIFO reserve | d. FOB shipping point |
| b. Reserve for Asset Replacement | e. Capital expenditures |
| c. FOB destination | f. Revenue expenditures |

Q1 (ii)

- According to IAS – I, financial statements include what statements and information?
- According to IAS – 7, what activities are included in Investing Activities.

Q2 (a) The Mehran Trades issued a 60 – day 10% note for Rs. 20000 in settlement of a past–due account payable.

Required: Give entries to record issuance of the note under the following assumptions:

- If it were an interest–bearing note.
- If it were a non – interest – bearing note.

Q2 (b) The Karachi Corporation issued 12%, 5–year, 10000 bonds payable of Rs. 100 at Rs. 110 for cash on January 1, 2010.

Required: Give entries to record.

- Issuance the bonds on January 1, 2010.
- Payment of interest on bonds on December 31, 2010.
- Amortization of premium on bonds on December 31, 2010 on straight line basis.
- What is the amount of interest on bonds for the year ended December 31, 2010.

Q3 The High Tech Dealers deal in stereo equipment. During the current year, they purchased nine of these speakers systems at the following dates and acquisition costs:

Date	Units Purchased	Unit Cost	Total Cost
Oct 5	2	Rs. 3000	Rs. 6000
Nov 19	3	3200	9600
Dec 6	4	3250	13000
Total Units and Cost of Goods available for sale	9		28600

On November 30, four of these 9 speakers system were sold.

Required: Assuming that they use a perpetual inventory system, determine

- The cost of goods sold and
- The cost of ending inventory at December 31, using each of the following method:
 - Average cost
 - FIFO
 - LIFO

Q4 (a) Five events pertaining to Steel Manufacturing Co. are described below:

- Issued common stock (ordinary shares) for cash.
- Issued common stock for equipment.
- Declared stock dividend and in settlement issued shares of common stock.
- Declared and paid a cash dividend to shareholders.
- Received a building site as a donation.

Copy out the following table and indicate the immediate effects on the four columnar headings. Use the code letters I for increase, D for Decrease and NE for No Effect.

<u>Event</u>	<u>Current assets</u>	<u>Stakeholders' equity</u>	<u>Net Increase</u>	<u>Net Cash Flow</u>
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a.

Q4 (b)

1. Issued for cash 10000 shares of common stock of Rs 10 par at a price of Rs. 15 per share.
2. Issued 4000 shares of common stock of Rs. 10 in conversion 1000 shares of 10% preferred stock (preferred shares) of Rs. 100 par.
3. The Dick Corporation repurchased 1500 shares of its own Rs. 10 par at a price of Rs. 100 per share.
4. The Dick Corp. re-issued 1000 shares of treasury stock at a price of Rs 115 per share.

Required:

- Pass necessary entries to record the above transactions.

Q4 (c) What are the characteristics of Preferred stock?

Q5 The following data are adapted from the Alamgir Company's Annual Report:

<u>Balance Sheet Data:</u>	<u>2010</u>	<u>2009</u>
Quick assets	574	497
Current assets	866	649
Current liabilities	525	349
Average stockholders' (shareholders') equity	466	350
Average total assets	950	750
<u>Income Statement Data:</u>		
Net sales	3676	2701
Gross Profit	616	358
Operating income	249	141
Net Income	173	96

Required:

- a. Compute the following for 2010 and 2009:
 1. Working capital
 2. Current ratio
 3. Quick ratio
 4. Gross profit rate
 5. Net income as a percentage of sales
 6. Return on average assets
 7. Return on average stockholders' equity
- b. Comment on the liquidity and profitability of the Co. bearing in mind, the Co. incurred heavy expenditures during 2010 for expansion of property plant and equipment.

Q6 The following data are adapted from the Fast Sales Co.:

Accounts Receivable on January 1, 2009 Rs 290000.

Allowance for uncollectible accounts (Dr) balance on January 1, 2009 Rs 2500

The selected transactions during 2009:

Credit Sales	Rs. 1502000
Cash Sales	Rs. 650000
Sales Returns & Allowances (against credit sales)	12000
Sales Discounts	10000
Worthless accounts written off	40000
Accounts previously written off were recorded	15000
Total collection on accounts receivable	1450000

The Co. had been following the Income Statement approach for the past several years and as a result it faced the problem of inadequate provision for uncollectible accounts. Therefore, it is decided to switch over to the Balance sheet approach to provide for doubtful accounts at 10% of Accounts/Receivable at year end.

Required:

- (i) Set up T accounts for Accounts Receivable and Allowance for Uncollectible accounts with opening balances and make posting of the above relevant transactions direct to the accounts and determine the year end account balances.
- (ii) Make provision for doubtful accounts according to the new policy. Show supporting computations and give supporting adjusting entry on December 31, 2009.
- (iii) In the light of the given facts, make out a case for change in the policy.

Q7 The following information is taken from Metro merchandising Co. at year ended December 31, 2010:

(i)	Net Sales (Accrued basis)	Rs. 900000
(ii)	Increase in Accounts Receivable	30000
(iii)	Interest revenue (Accrued basis)	6000
(iv)	Decrease in accrued interest receivable	1000
(v)	Dividend received (Cash basis)	3000
(vi)	Cost of goods sold	500000
(vii)	Increase in inventory	10000
(viii)	Increase in accounts payable	15000
(ix)	Operating expenses (including depreciation)	300000
(x)	Depreciation for 2010	40000
(xi)	Increase in prepaid expenses	3000
(xii)	Decrease in accrued liabilities	6000
(xiii)	Interest expense	35000
(xiv)	Accrued interest payable	7000
(xv)	Income tax expenses	36000
(xvi)	Decrease in accrued income tax payable	2000

Required:

Determine the following from the above detailed information:

1. Cash received from customers
2. Interest and dividend received
3. Cash paid for purchase of merchandise
4. Cash payment for expenses
5. Cash payment to suppliers and employees
6. Cash payment for interest and taxes

FINAL EXAMINATION, JUNE 2011: AFFILIATED COLLEGES
INFORMATION TECHNOLOGY IN BUSINESS: BA (H) – 342
BS – II

Date: June 15, 2011

Max Time: 3 Hrs

Max Marks: 60

Note: Attempt any 5 (FIVE) questions, all carry equal marks

- Q-1 How can you differentiate the functionality of Computer networking & telecommunication, enlist utilization of these technologies in to-days business
- Q-2 Briefly describe the procedure of document imaging. Write down the advantages of image processing system
- Q-3  a) Write down major distinctive features of Windows 2000 and Unix operating systems
b) How are biometric devices used for human identification? Briefly explain
- Q-4 What is meant by Data Integrity? Describe how database maintain Data integrity and consistency.
- Q-5 Demonstrate how Internet works, enlist the major features of Internet.
How we can block e-mails by an annoying person?
- Q-6 What is Client Server System? Illustrate the difference between 2-Tier and 3-Tier architecture, also state its benefits and drawbacks
- Q-7 Distinguish the key points between the following with suitable examples
- a) MPEG and JPEG
 - b) Portal and Web site
 - c) Ms-Excel and MS-Access

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE 2011; AFFILIATED COLLEGES
PAKISTAN STUDIES BA (H) – 352
BS – II

Date: June 17, 2011

Max Marks: 60
Max Time: 3 hrs

Instruction: Attempt any FIVE Questions All questions carry equal marks

- Q. No. 1 Do you agree with the view that Aligarh Movement gave birth to Pakistan.
- Q. No. 2 Sketch the Circumstances in which Bengal was partitioned in 1905 and give the reason for its annulment.
- Q. No. 3 Examine the significance of Khilafat Movement in the Muslim Politics of the sub continent.
- Q. No. 4 Discuss the events that led to Quaid-e-Azam's 14 Points Proposal and elaborate its nature and effect.
- Q. No. 5 Describe the salient features of the government of india Act 1935 and discuss the reasons for its not being implemented.
- Q. No. 6 Examine the important political events that took place from 1940 to 1947 in the History of the Indo-Pak Sub-continent.
- Q. No. 7 Write Short Note of any Two of the following:
- I. Morely – Minto reforms 1909
 - II. Muslim League
 - III. Lucknow packet
 - IV. ECO

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE 2011; AFFILIATED COLLEGES
PAKISTAN STUDIES BA (H) - 352
BS - II

Date: June 17, 2011

Max Marks: 60

Max Time: 3 hrs

Instruction: Attempt any FIVE Questions All questions carry equal marks

- سوال نمبر ۱ کیا آپ اس رائے سے اتفاق کرتے ہیں کہ علی گڑھ تحریک نے پاکستان کو جنم دیا؟
- سوال نمبر ۲ وہ حالات بیان کیجئے جن کے تحت بنگال کو ۱۹۰۵ء میں تقسیم کیا گیا نیز اس کی تینخ کی وجوہات بھی بیان کیجئے۔
- سوال نمبر ۳ برصغیر کے مسلمانوں کی سیاست پر تحریک خلافت کی اہمیت واضح کیجئے۔
- سوال نمبر ۴ قائد اعظم کے چودہ نکات کی تجویز سے قبل کے واقعات پر بحث کیجئے اور اس کی خصوصیات و اثرات بیان کیجئے۔
- سوال نمبر ۵ ۱۹۳۵ء کے گورنمنٹ آف انڈیا ایکٹ کی اہم خصوصیات بیان کیجئے اور بتائے کہ اسے مرکز میں کیوں نافذ نہ کیا جاسکا۔
- سوال نمبر ۶ برصغیر ہندو پاک کی تاریخ میں ۱۹۴۰ء سے ۱۹۴۷ء تک کے اہم سیاسی واقعات کا جائزہ لیجئے۔

سوال نمبر ۷ کسی دو پر مختصر نوٹ لکھئے:

۱- ۱۹۰۹ء منٹو مارلے اصلاحات

۲- مسلم لیگ

۳- بیٹاق لکھنؤ

۴- اقتصادی تعاون کی تنظیم (ایکو)

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011; AFFILIATED COLLEGES
MACRO ECONOMICS BA (H) – 302
BS – II

Date: June 21, 2011

Max Time: 3 Hrs
Max Marks: 60

INSTRUCTIONS:

- a) Attempt any five questions. All carry equal marks
- b) Programmable Calculators are not allowed.

Q.1. (a) Differentiate between Aggregate demand and Aggregate supply
(b) What is Deflationary Gap? Discuss it with the help of graphical depiction

Q.2. (a) If $C = 40 + 0.8 Y_d$, $T = G_o = 10$, $I_o = 60$, Find following

- 1. Equilibrium level for NI
- 2. Prove that $S + T_o = I_o + G_o$
- 3. Find the Value of Multiplier.

(b) Determine the Equilibrium level of NI in three Sector Economy when there is no Transfer of Payment. (assume general three sector model in which disposable income can be obtain by subtracting the taxes from sum of net income & TOP, Other usual conditions may also apply on the model, care should taken when driving the national income level at equilibrium because lack of necessary variable 'll lead to undesirable result, also transfer of payments remain autonomous for your consideration)

Q.3. (a) Compare the direct and indirect taxes on the basis of their pros and cons.
(b) Briefly discuss different instruments of monetary policy.

Q.4. (a) Explain the Keynesian law of consumption
(b) Differentiate between cost push and demand pull inflation.

Q.5. Derive IS frame work with necessary diagrams.

Q.6 Write short note on any three of following:

- a) Consumer price Index with example
- b) Measuring aggregate output in three sector Model
- c) Consumption function and its mathematical & Graphical depiction
- d) Balance budget Multiplier (KBB)

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE 2011: AFFILIATED COLLEGES
MONEY AND BANKING: BA (H) – 431
BS – III

Date: June 10, 2011

Max Marks: 60
Max Time: 3hrs

Instruction: Attempt any five questions, all questions carry equal marks.

- Q.1 (a) Discuss the history of banking system?
(b) What are the different kinds of banks?
- Q.2 (a) Define Exchange Rate and how equilibrium exchange rate can be determined?
(b) Discuss fixed and floating exchange rates.
- Q.3: (a) Discuss banker's and customer's relationships.
(b) What are the different kinds of bank accounts?
- Q.4: (a) What is barter system, and what are its problems.
(b) What are the characteristics of a good money?
- Q.5 : (a) What is the role of Central Bank in the economy of Pakistan, with reference to its functions.
(b) Differentiate Central Bank and Commercial Bank.
- Q6: Differentiate the following:
i. Musharka and Mudarba
ii. Real and Nominal Interest Rate.
iii. Bills of exchange and promissory notes
iv. Debit and credit cards

END OF PAPER

Notice: The exam date for *Human Behaviour BS – III* has revised; this exam paper will be held on **Sunday 28 June 2011 from 9:00 am to 12:00 noon.**

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE 2011: AFFILIATED COLLEGES
HUMAN BEHAVIOUR BA (H) – 411
BS – III

Date: June 26, 2011

Max Marks: 60

Max Time: 3 Hrs

INSTRUCTIONS: Attempt any four (4) questions. All questions carry equal marks (i.e. 15 each)

- Q1. Why do we study the subject of Human Behavior in the field of Business Studies? Explain with the help of some practical example.
- Q2. Define Memory. Discuss in detail its process and types.
- Q3. What is Prejudice and how does it originate? Discuss different ways of reducing workplace discrimination.
- Q4. What are the different theories of Emotion? Describe them in detail.
- Q5. Discuss and critically evaluate the Humanistic theory of personality.
- Q6. What is reasoning? Examine the process of Problem solving in detail.
- Q7. Write short note on any two (2) of the following:
- a. Classical Conditioning and its application to Human behavior
 - b. Social influence
 - c. Personality assessment
 - d. Motivation

!!!!BEST OF LUCK!!!!

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011; AFFILIATED COLLEGES
LOGIC: BA (H) – 421
BS – III

Date: June 14, 2011

Max Time: 3 Hrs

Max Marks: 60

Note: Attempt any six of the followings. Question no. 9 & 10 are compulsory. All carry equal marks.

- Q1. Define logic. What is the significance of logic in business studies?
- Q2. Differentiate between Inductive and deductive argument with the help of examples.
- Q3. Critically evaluate basic language functions and forms and their inter relationship. Give examples for explication.
- Q4. What do you know about definition? Also discuss various kinds of definitions with example.
- Q5. What do you know about Conversion, Obversion and Contraposition? Explain with the help of tables.
- Q6. Define informal fallacies and classify them. Explicate fallacy of relevance and ambiguity with examples.
- Q7. Define Categorical syllogism along with its constitutive elements. Give examples.
- Q8. Describe the formal fallacies in detail with examples.
- Q9. Rewrite each of the following syllogisms in standard form and name its mood and figure.
- a) All proteins are organic compounds, whence all enzymes are proteins, as all enzymes are organic compounds.
 - b) Some evergreens are objects of worship, because all fir trees are evergreens, and some objects of worship are fir trees.
- Q10. Name the quality and quantity of each of the following propositions and state whether their subject and predicate terms are distributed or undistributed.
- a) All new labour saving devices are major threats to the trade union movement.
 - b) Some advocates of major political, social and economic reforms are not responsible people who have a stake in maintaining the status quo.

Good Luck

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011; AFFILIATED COLLEGES
BUSINESS STATISTICS BA (H) – 451
BS – III

Date: June 16, 2011

Max Time: 3 Hrs

Instruction: Attempt all questions.

Max Marks: 60

Q1) a) Following data represents the weight of 50 people to the nearest kg.

51	67	66	30	82	69	68	62	48	60
61	70	55	78	75	35	66	57	65	58
88	72	87	74	72	85	76	79	82	73
93	42	65	54	57	78	98	45	39	47
69	95	53	65	45	64	58	51	61	59

- a) Construct frequency distribution by taking length of class=10 (4)
 b) Prove that Mean=Median=Mode. (5)
 c) Which type of variable is the weight? (1)

Q2) a) Describe briefly, four basic activities of Statistics? (3)

b) The following data shows the number of siblings of the students in a class.

No of siblings (X)	1	2	3	4	5	6	7
No of students (f)	4	5	8	12	7	4	2

- Prove that $HM < GM < AM$ (6)
 c) Specify the exact condition and type of numbers for which $AM = GM = HM$ (1)

Q3) Describe one basic difference between the multiple bar diagram and Component bar (Sub divided bar) diagram. (1)

a) The following data gives that index of two stock markets for the last 10 days.

Market I	1400	1430	1300	1200	1000	1500	1432	1278	1360	1180
Market II	2000	2100	1800	1550	1490	2080	1970	1690	1689	1689

A broker wants to invest in one of the stock market, suggest with reason which market is more consistent. (7)

b) The speed of cars in Km/hr are noted at two different location A and B. The following three quartiles were obtained

Location A: $Q_1=30$ $Q_2=51$ $Q_3=71$
 Location B: $Q_1=64$ $Q_2=76$ $Q_3=89$ (2)

By plotting Stem and leaf diagram suggest the type of road from which data was collected for location A and location B. (Highway, Mid- city road, Main road)

Q4) a) If each digit is used only once. How many four digit numbers can be formed from the digits 0,1,2,3,4,5,6 ? How many of them are odd numbers? (4)

b) Five married couples have bought ten seats for a concert. In how many ways they can be seated (3)

i) with no restriction ii) if each couple is to sit together iii) if each couple sits together such that man and women sit alternately?

c) For the following probability distribution Find $E(X)$ and $V(X)$ (3)

X	1	2	3	4	5
P(X)	0.15	0.1	0.3	0.05	0.4

Q5) a) A and B are two events. With $P(A) > 0$ and $P(B) > 0$. Write down the condition. (3)

- i) If A and B are Equally likely events iv) If A and B are Independent events
 ii) If A and B are Exhaustive events v) If A and B are Dependent events
 iii) If A & B are Mutually exclusive events vi) If A & B are Non mutually exclusive events

b) A shipment of 10 television sets contains four defective sets. If a hotel purchases 5 of these sets, what is the probability that the hotel receives (3)

i) No defective set b) At-least three defective sets c) At-most two defective sets.

c) In a college graduating class of 100 students, 54 studies mathematic, 69 studies history and 35 studies both mathematics and history. If a student is selected at random what is the probability that (4)

- i) The student takes mathematics or history
 ii) The student does not take either of these subjects
 iii) The student takes only history
 iv) If two students are selected at random what is the probability that both take history

Q6) For the following data.

Weight Kg (X)	10	20	30	40	50	60	70	80	90
Length of Spring Cm (Y)	40	48	51	50	55	57	60	61	70

a) Show that (3)

$\Sigma X=450$	$\Sigma Y=492$	$\Sigma XY=26440$	$\Sigma X^2=28500$	$\Sigma Y^2=27500$
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By using the given information

b) Construct scatter diagram on your answer script. (1)

c) Find regression line and estimate the length of spring when weight is 75 kg. (2)

d) Estimate the original length of the spring. (1)

e) Find Product moment Coefficient of Correlation. (2)

f) Interpret regression coefficient and correlation coefficient (1)

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE 2011; AFFILIATED COLLEGES
PRINCIPLES OF MANAGEMENT; BA (H) 461
BS – III

Date: June 18, 2011

Max Marks: 60
Max Time: 3 hrs

Instruction: Attempt any five questions, where Q. 1 is compulsory.

- Q. 1 (a) Comment on the statement "Management is equally important to all types of organizations" (6 Marks)
- (b) Management roles refer to specific actions or behaviour expected from a manager. Identify and briefly the various roles performed by managers in organizations. (6)
- Q. 2 (a) Discuss the contributions to the classical approach made by Fredrick W. Taylor, Frank & Lillian Gilberth and Henry L. Gantt. (6)
- (b) Can we treat management as a system? Yes or No justify your answer. (6)
- Q. 3 (a) Every modern organization sets goals and make plans. Briefly explain the purpose of goals and plans. (6)
- (b) Describe the concept and process of Management by objectives. (6)
- Q. 4 (a) Strategists conduct SWOT analysis on regular basis. Discuss the importance of SWOT analysis from a strategist's point of view. (6)
- (b) List and briefly explain the steps involved in control process. How does controlling relate to planning? (6)
- Q. 5 (a) Define the following: (6)
- | | |
|---------------------------|------------------------|
| (i) Work Specialization | (iv) Chain of commands |
| (ii) Span of Management | (v) Formalization |
| (iii) Departmentalization | |
- (b) How trait theories are different from behavioural theories of leadership? (6)
- Q. 6 Write short notes on the following (any six) (12 Marks)
1. Maslow's Hierarchy of Needs
 2. **360°** Evaluation
 3. Staffing
 4. Decision Making Situations
 5. Line & Staff Authority
 6. Organizational Mission
 7. Portfolio Analysis

END OF PAPER

Reminder: The exam date for *Human Behaviour BS – III*, Sunday 26 June 2011 from 9:00 am to 12:00 noon.

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI

BS FOUR YEARS
PROGRAM

FINAL EXAMINATION, JUNE 2011: AFFILIATED COLLEGES
BUSINESS COMMUNICATION – I: BA (H) – 441
BS – III

Date: June 20, 2011

Max Marks: 60

Max Time: 3 Hrs

Instructions: Attempt all questions. Try to answer all questions according to the marks allocated.

Q1 (a) Why do we need to write a letter and how many types of letters do we have? Explain each. (8 Marks)

(b) Explain the following in your own words. (12 Marks)

- i. Meetings
- ii. Resume
- iii. Interview
- iv. Training

Q2 (a) What do you mean by **communication process**? Also explain the Barriers we have and how to overcome them? (10 Marks)

(b) What do you mean by communicating effectively and why it is so important to communicate effectively? (5 Marks)

Q3 (a) What are the writing Stages and what are the steps in which writer can simplify the work? (5 Marks)

(b) Why is a presentation required? List the tips for delivering a memorable Presentation? (10 Marks)

Q4 (a) What do you mean by the term Report Writing? Also list all main headings a Report must have. (5 Marks)

(b) Define and Differentiate between letters and memos. (5 Marks)

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI

BS FOUR YEARS
PROGRAM

FINAL EXAMINATION JUNE 2011; AFFILIATED COLLEGES
BUSINESS COMMUNICATION – II BA (H) – 422
BS – IV

Date: June 11, 2011

Max Time: 2 Hrs

Max Marks: 40

Instructions: Attempt all questions. Try to answer all questions according to the marks allocated.

- 1 (a) What do you mean by the term Training in an organization? What are the basic types of trainings in an Organization? Give Examples with your answers. (7 Marks)
- (b) What do you mean by Business Ethics? Also explain the importance of Business Ethics in an organization. (5 Marks)
- (c) What is the Relationship between Ethics and Productivity? (3 Marks)
- 2 (a) Define the term Meeting and explain the steps involved in Conducting a meeting? Name the types and kinds of Meetings and explain any one kind of meeting in detail? (10 Marks)
- (b) Write short notes on any 3 of the following topics: (15 Marks)
 1. Define and Explain Conflict Management.
 2. Define and Differentiate between letters and memos.
 3. Define and Differentiate between Reports and Proposals.
 4. Define and Differentiate between Groups and Teams.

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE 2011: AFFILIATED COLLEGES
PRINCIPLES OF MARKETING: BA (H) – 462
BS – IV

Date: June 13, 2011

Max Marks: 60
Max Time: 3hrs

Instruction: Attempt any five questions, all questions carry equal marks.

- Q.1 (a) What is Product / Market expansion grid and how it identifying company growth opportunities?
- (b) Strategic marketing planning needs portfolio diversification explains with example.
- Q.2 (a) How marketing intermediaries impact on firms marketing program?
- (b) Developing a framework for studying consumer behaviour.
- Q.3 (a) Write down the steps of brand name selection.
- (b) What factors to consider when setting price?
- Q.4 (a) Describe the environmental forces that affect the company's ability to serve its customers?
- (b) Outline the steps in the marketing research process.
- Q.5 (a) Describe the major bases for segmenting consumer and business markets?
- (b) How marketer choosing, communicating and delivering positioning strategies?
- Q.6 (a) Define the steps in the new product development process and describe the steps of product life cycle?
- (b) Explain why companies use marketing channels and discuss the functions which these channels perform.

End of paper

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011; AFFILIATED COLLEGES
STATISTICAL INFERENCE: BA (H) – 432
BS – IV

Date: June 15, 2011

Max Time: 3 Hrs

Instruction: Attempt all questions.

Max Marks: 60

Q.1(a) The waiting time x at a certain bank is normally distributed with a mean of 8.7 minutes and a standard deviation of 1.4 minutes. Find $P(7 \leq x \leq 11)$

(b) In a random sample of 36 observations from a normal distribution with mean 125 and standard deviation 15, what is

(i) $P(\bar{x} \leq 127)$ (ii) $P(\bar{x} \geq 130)$

Q.2(a) Define: (i) Unbiased estimator. (ii) Consistent estimator.

(b) The daily production of a company for 12 randomly selected days is given below:

1048, 946, 833, 1265, 1117, 848, 769, 1306, 1082, 968, 812 and 1240 units

- (i) Find a point estimate of mean production of the company.
- (ii) Find a point estimate of standard deviation of production.
- (iii) Find a 95% confidence interval for the mean production.

Q.3(a) Define (i) Type I and II errors (ii) Level of Significance.

(b) If 8 short – range rockets of one kind have a mean target error of $\bar{x}_1 = 98$ feet with a standard deviation of $s_1 = 18$ feet while 10 short – range rockets of another kind have mean target error of $\bar{x}_2 = 76$ feet with a standard deviation of $s_2 = 15$ feet, test the null hypothesis $\mu_1 - \mu_2 = 15$ against the alternative hypothesis $\mu_1 - \mu_2 > 15$. Assume populations as normal with equal variances. Use $\alpha = 0.05$.

Q.4(a) A market researcher believes that in a certain population the proportion of persons preferring brands A, B, C and D of tooth paste are 0.30, 0.60, 0.08 and 0.02 respectively. A simple random sample of 600 persons drawn from the population shows the following preferences.

Brand	A	B	C	D
Number of person	192	342	44	22

Do these data provide sufficient evidence to reject the research's belief at $\alpha = 0.01$

b) Sales representatives of a company were classified by experience of sales in years before joining the company and their performance during the first year with the company. The data are given below:

Performance	Experience (Years)			
	Over 5	2 – 5	Under 2	None
Poor	24	42	38	29
Satisfactory	70	41	45	47
Exceptional	36	27	27	29

Test the hypothesis that sales performance is independent of sales experience at 2.5% level of significance.

continue page – 2

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE 2011; AFFILIATED COLLEGES
INTRODUCTION TO BUSINESS FINANCE: BA (H) – 412
BS – IV

Date: June 17, 2011

Max Time: 3 Hours

Max. Marks: 60

Instructions: Attempt all questions. All questions carry equal marks

- Q1** (a) If short term interest rates are lower than long – term rates, why might a borrower still choose the finance with long – term debt?
(b) Explain the following statement: "The optional financial policy depends in an important way on the nature of the firm's assets."

- Q2** Find the future value and present value both. The first payment in these annuities is made at the end of year 1.

(a) \$ 400 per year for 10 year at 10 percent.

(b) \$ 200 per year for 5 year at 5 percent.

(c) \$ 400 per year for 5 year at 0 percent.

- Q3** Following are the Projects:

<u>Year</u>	<u>Project X</u>	<u>Project Y</u>
0	(\$ 20,000)	(\$ 20,000)
1	13,000	7,000
2	6,000	7,000
3	6,000	7,000
4	2,000	7,000

(a) Calculate each Project's Payback Period.

(b) Net Present Value (NPV) Discount Rate 10%.

(c) Calculate Internal Rate of Return (IRR).

- Q4** Analysis of Financial Statement:

Cash \$100,000; Receivable \$200,000; Inventory \$300,000; Fixed Asset \$400,000
Account Payable \$50,000; Note Payable \$70,000; Other Current Liabilities \$180,000;
Long term Debt \$200,000; Common Equity \$500,000

Compute

(i) Working Capital

(ii) Current Ratio

(iii) Quick Ratio

(iv) Receivable Turnover, where Credit Sales were Rs.1200,000

(v) Inventory Turnover where Cost of Goods Sold Rs 800,000

(vi) Debt to Equity Rate

- Q5** Define each of the following terms:

(i) Money Market

(ii) Primary Market

(iii) Capital Market

(iv) Secondary Market

(v) Derivatives

(vi) Financial Intermediary

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE 2011: AFFILIATED COLLEGES
ORGANIZATIONAL BEHAVIOR: BA (H) – 442
BS – IV

Date: June, 19, 2011

Max Marks: 60
Max Time: 3 hrs

Instruction: Attempt any five questions.

- Q1.a** Briefly explain Maslow`s Hierarchy of Needs.
b Show the relationship between Alderfer`s ERG needs, Maslow`s and Herzberg`s theory.
- Q2.a** Define Social Perception.
b What are the characteristics of Perceiver and Perceived?
- Q3.a** Clearly explain the meaning of attitude.
b What are the characteristics of attitude. Explain.
- Q4.a** Explain the meaning of stress.
b What are effects of Job stress?
- Q5.a** Differentiate negative Reinforcement and positive Reinforcement.
b Are the terms rewarding and Reinforcing used interchangeably?
- Q6:** Write short notes on the following:
- i. Job satisfaction
 - ii. Attribution
 - iii. Big five personality traits
 - iv. Process of motivation

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011; AFFILIATED COLLEGES
BUSINESS AND LABOUR LAW BA (BA) H – 452
BS – IV

Date: June 21, 2011

Max Marks: 60
Max Time: 3 Hrs

Instructions: Attempt any FIVE questions in all. Each question carries equal marks.

- Q.1 What are the essentials of valid contract? Can a contract for the benefit of minor be made under the Contract Act 1872?
- Q.2 What is breach of contract and what are the remedies available to plaintiff in case of breach? Also explain the anticipatory breach of contract.
- Q.3 What is an unpaid seller? Also explain the nature of the remedies which an unpaid seller of the goods has against the buyer of the goods and the goods.
- Q.4 Define how a partnership is made? State any five kinds of partnership. Also state the mutual rights and liabilities of partners.
- Q.5 Define the trade union under the IRA 2008 and procedure of electing CBA? How does he play a role to protect the rights of workmen?
- Q.6 What are the major objectives of Factories Act 1934? Briefly state the provisions of Factories Act with regard to the working hours, inspecting staff, health, safety and welfare.
- Q.7 What do you know about the law of negotiable Instruments? Give brief definitions and characteristics of promissory note, bill of exchange and cheque. When is a bank justified in refusing to pay a customer cheque?

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011; AFFILIATED COLLEGES
ENVIRONMENTAL STUDIES BA (H) – 521
BS – V

Date: June 24, 2011

Max Time: 3 Hrs

Instructions:

Max Marks: 60

1. Attempt all questions

2. Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.

Q1: Define the following terms. (5 Marks)

- a) Wetlands b) Biomes c) Habitat d) Resources e) Hydrosphere

Q2: Differentiate between the following: (10 Marks)

- a) Ecology and Ecosystem
b) Specie conservation and Specie preservation
c) Community and Population
d) Aquatic and Marine Environment
e) Stratosphere and Troposphere region

Q3: a) Define the term Biodiversity? Why it is necessary to preserve specie? (5 Marks)

b) What are the different methods for the preservation of biodiversity? (5 Marks)

Q4: Describe the causes for community and ecosystem degradation? (5 Marks)

Q5: a) Discuss the kind of resources? (5 Marks)

b) What are the different factors responsible for depletion of resources? (5 Marks)

Q6: What are the causes of global environmental crises? (5 Marks)

Q7: Define Biomes and its types? (5Marks)

Q8: Describe in detail the phenomenon, its causes and effects.... (10 Marks)

- a) Global warming and green house effect
b) Ozone layer depletion

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE 2011: AFFILIATED COLLEGES
COMMUNITY DEVELOPMENT: BA (H) – 531
BS – V

Date: June 27, 2011

Max Marks: 60
Max Time: 3 hrs

Note: Attempt **FOUR** questions of your choice.

- Q -1 [a] Define how August Comte the father of modern sociology (1798-1857) had defined the subject of sociology. What basic point of view he had for this subject. **[5]**
- Q -1 [b] Discuss the scope of sociology by elaborating its application into various sectors of society. **[10]**
- Q -2 [a] Write the most basic difference you can note between the subject matter of social sciences and physical sciences? **[5]**
- Q -2 [b] Discuss what similarities and differences sociology shares with other social sciences. **[10]**
- Q -3 [a] What is "Proletariat" **[3]**
- Q -3 [b] Conflict perspective by Karl Marx explains the issue of exploitations in societies. Discuss in detail how Marx has elaborated it? **[12]**
- Q -4 [a] State the type of various personalities". **[7.5]**
- Q -4 [b] What factors in your opinion are unique in urban and rural communities shaping personalities **[7.5]**
- Q -5 [a] How E.B. Taylor has defined culture? **[5]**
- Q -5 [b] Discuss types of cultural norms and structure of culture. **[10]**
- Q -6 [a] Why socialization is important for society? **[5]**
- Q -6 [b] Discuss various agencies of socialization. **[10]**

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011: AFFILIATED COLLEGES
ECONOMY OF PAKISTAN BA (H) – 541
BS – V

Date: June 29, 2011

Max Time: 3 Hrs

Instruction:

Max Marks: 60

- 1. Attempt any FIVE (5) Questions. All carry equal marks.**
- 2. Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

Q1: Highlight the problems of Agriculture sector of Pakistan. Discuss the advantage of mechanization of the agriculture sector.

Q2: Explain the effects of growing population on the economy of Pakistan.

Q3: Examine the Education Policy with reference to literacy ration as well as teachers / students ratio in Pakistan.

Q4: Fiscal Policy and Monetary Policy are the two effective tools of the micro economic progress of a country. Describe in details the fiscal and monetary policies of Pakistan.

Q5: What do you mean by federal budget? Revenue and development budget are the two components of federal budget. Discuss.

Q6: In order to boost up the economic progress of Pakistan, we are depending on the electric generation resources like thermal power, hydro power and nuclear energy and non-conventional resources. Give a short description of the above resources in Pakistan with examples.

Q7: Write short notes on any two of the following:

- (i) Role of stock exchange
- (ii) Means of communication and transportation
- (iii) Difference between balance of payment and balance of trade
- (iv) Privatization of state owned enterprises
- (v) Impact of recent flood in Pakistan

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011: AFFILIATED COLLEGES
FINANCIAL MANAGEMENT BA (H) – 551
BS – V

Date: July 1, 2011

Max Time: 3 Hrs

Max Marks: 60

Instruction:

1. Attempt any FIVE (5) Questions. All carry equal marks.
2. Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.

- Q1 a)** The Wei Corporation expects next year's net income to be \$ 15 million. The firm's debt ratio is currently 40 percent. Wei has \$ 12million of profitable investment opportunities, and it wishes to maintain its existing debt ratio. According to the residual dividends model, how large should Wei's dividend payout ratio be next year?
- b)** After a 5-for-1 stock split, Starsburg Company paid a dividend of \$ 0.75 per new share, which represents a 9 percent increase over last year's pre-split dividend. What was last year's dividend per share?
- Q2 a)** Assume that the risk-free is 5 percent and market risk premium is 6 percent. What is the expected return for the overall stock market? What is the required rate of return on a stock that has beta of 0.7?
- b)** Assume that the risk-free rate is 6 percent and the expected return on the market is 13 percent. What is the required rate of return on a stock that has a beta of 0.7?
- c)** Stock R has a beta of 1.5, Stock S has a beta of 0.75, the expected rate of return on an average stock is 13 percent, and the risk-free rate of return is 7 percent. By how much does the required return on the riskier stock exceed the required return on the less risky rock?
- Q3 a)** Your division is considering two investment projects, each of which requires an up – front expenditure of \$ 15 million. You estimate that the investment will produce the following net cash flows:

Year	Project A	Project B
1	\$ 5,000,000	\$ 20,000,000
2	10,000,000	10,000,000
3	20,000,000	6,000,000

What are the two projects' net present values, assuming the cost of capital is 10 percent? 5 percent? 15 percent?

- b)** A company is analyzing two mutually exclusive projects, S and L, whose cash flows are shown below:

Year	Project S	Project L
0	-1000	-1000
1	900	0
2	250	250
3	10	400
4	10	800

The company's cost of capital is 10 percent, and it can get an unlimited amount of capital at that cost. What is the *regular IRR* (not MIRR) of the better project? (Hint: Note that the better project may or may not be the one with the higher IRR.)

- Q4 a)** Tunney Industries can issue perpetual preferred stock at a price of \$ 50 a share. The issue is expected to pay a constant annual dividend of \$ 3.80 a share. The flotation cost on the issue is estimated to be 5 percent. What is the company's cost of preferred stock; k_{ps} ?
- b)** The Heuser Company's currently outstanding 10 percent coupon bonds have a yield to maturity of 12 percent. Heuser believes it could issue at par new bonds that would provide a similar yield to maturity. If its marginal tax rate is 35 percent, what is Heuser's after tax-cost of debt?
- c)** Trivoli Industries plans to issue some \$ 100 par preferred stock with an 11 percent dividend. The stock is selling on the market for \$ 97.00, and Trivoli must pay flotation costs of 5 percent of the market price. What is the cost of the preferred stock for Trivoli?
- Q5 a)** While Mary Corners was a student at the University of Tennessee, she borrowed \$ 12,000 in student loans at an annual interest rate of 9 percent. If Mary repays \$ 1,500 per year, how long, to the nearest year, will it take her to repay the loan?
- b)** Which amount is worth more at 14 percent: \$ 1,000 in hand today or \$ 2,000 due in 6 years?
- c)** Find the amount to which \$ 500 will grow under each of the following conditions:
- 12 percent compounded annually for 5 years.
 - 12 percent compounded semiannually for 5 years.
 - 12 percent compounded quarterly for 5 years.
 - 12 percent compounded monthly for 5 years.
- Q6** Del Hawley; owner of Hawley's Hardware is negotiating with First City Bank for a \$ 50,000 1-year loan. First City has offered Hawley the following alternatives. Calculate the effective annual interest rate for each alternative. Which alternative has the lowest effective annual interest rate?
- A 12 percent annual rate on a simple interest loan, with no compensating balance required and interest due at the end of the year.
 - A 9 percent annual rate on a simple interest loan, with 20 percent compensating balance required and interest again due at the end of the year.
 - An 8.75 percent annual rate on a discounted loan, with a 15 percent compensating balance.
 - Interest is figured as 8 percent of the \$ 50,000 amount *payable at the end of the year*, but the \$ 50,000 is repayable in monthly installments during the year.

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011: AFFILIATED COLLEGES
COMPUTER APPLICATION TO BUSINESS: BA (H) – 561
BS – V

Date: July 4, 2011

Max Time: 2 Hrs

Max Marks: 60

Instruction:

- 1. Attempt any SIX (6) Questions. Keep to the point and be precise while answering the questions. Un-necessary discussion/write-up may yield negative marks**
- 2. Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

Question # 1

- a) There are many Failures in E-Commerce environment, but still is one of the most demanding and growing segment in the Businesses specially B2B. Explain why such a trend exists in the Industry?
- b) Mention and Define the Content and Frame work of E-Commerce and differentiate it with M-Commerce.

Question # 2

Define the following terms

- | | |
|--------------------------|------------------------|
| a) Electronic Catalog | e) Affiliate Marketing |
| b) Electronic Storefront | f) Internet ecosystem |
| c) E-Mall | g) M-Business |
| d) Syndication | h) Digital Product |

Question # 3

- a) What are the different common revenue models? Mention and explain each of them.
- b) Differentiate between Information / Mobile / Personal / Voice Portals.

Question # 4

- a) What do we mean by the term Electronic Distributor? How does they differ from different intermediaries in E-Commerce environment? and How DYNAMIC PRICING affect their business (Define Dynamic Pricing first)?
- b) Define and explain the procedure of online shopping? (Hint : discussed in class about Electronic Cart and product additions).

Question # 5

- a) What do we mean by the term Quality Uncertainty in electronic market place? and What are the different success factors that contribute to the E–Market success?
- b) How does the electronic commerce alters the business processes and transforms the non performing organizations to successful e–tailers/e–distributors.

Question # 6

- a) Mention and define the different characteristics of successful E–Tailing and classify them by distribution channel.
- b) Mention and explain some techniques that may be useful in Click & Mortar organizations. Also define why at certain times disintermediation is required in Click & Mortar organizations.

Question # 7

- a) Draw the diagram and explain Five step approach to develop an E–Commerce Solution for an organization.
- b) How could you differentiate between in–house development and out–sourcing.

Question # 8

- a) Draw the EC applications Development process diagram & Explain each step.
- b) If you are being appointed as a manager in a firm and given the activity of computerizing the system then what alternatives you have? and how should you compare them?
- c) Differentiate between SOA and SAAS.

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011; AFFILIATED COLLEGES
ENTREPRENEURSHIP BA (H) – 512
BS – VI

Date: June 23, 2011

**Max Time: 3 Hrs
Max Marks: 60**

Instructions:

- 1. Attempt any SIX questions.**
- 2. Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q1. Incremental Innovation more systematic & predictable. Justify your answer and give suitable example.
- Q2. Define SMEs and scope of SMEs in Pakistan. Describe the major financial & marketing problems of SMEs?
- Q3.A Describe carefully the differences between Board of Directors, Board of Advisors & Consultant
- B What are the major sources of new venture ideas?
- Q4. What are the barriers to entry? How do they affect new venture assessment?
- Q5. The Marketing Plan can be devised in a given framework by the entrepreneurs. Discuss how this exercise is carried out?
- Q6. How motivation & compensation can create value system for entrepreneurs?
- Q7. How role models & support system helpful for developing entrepreneurship?
- Q8.A Private Equity Placement more easier than public equity offering. Justify the statement.
- B Inaugural break through are un-systematic & un-predictable. Justify your answer & list four major example of inaugural break through?

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011; AFFILIATED COLLEGES
PRODUCTION OPERATIONS & MANAGEMENT; BA (H) – 522
BS – VI

Date: June 25, 2011

Max Time: 3 hrs

Max Marks: 60

Instruction:

- 1. Attempt ALL questions.**
- 2. Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

Q1 (a) What are the major priorities associated with operations strategy? How has their relationship to one another had changed over the years?

(b) Elaborate the expression "Productivity is a relative measure".

Q2 (a) Explain how work-in-process inventory can improve the efficiency of a process.

(b) Discuss the importance of process flow charting.

Q3 (a) Describe the importance of statistical process control and enumerate its basic tools.

(b) Discuss the contribution to Total Quality Management made by Deming and Juran.

Q4 Differentiate between:

- (i) Job Design and Job Specification
- (ii) Process Layout and Product Layout
- (iii) Pert and CPM
- (iv) Project Management and Product Management

Q5 (a) Discuss the measure to evaluate supply chain efficiency

(b) Briefly describe the interdependency and relationship of Material Requirement Planning with master schedule, inventory records, bill of material etc.

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011: AFFILIATED COLLEGES
MARKETING MANAGEMENT BA (H) – 532
BS – VI

Date: June 28, 2011

Max Time: 3 Hrs

Instruction:

Max Marks: 60

- 1. Attempt any FIVE (5) Questions. All carry equal marks.**
- 2. Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q1 What is the expected price for each of the following articles? How did you arrive at your estimate in each instance?
- a) A new type of Cola beverage that holds its carbonation long after it has been opened; packaged in 250 ml and 1 litre bottles.
 - b) An automatic main gate opener for residential housing
- Q2 Describe a high-involvement purchase, you have made 5 years ago in terms of each of the stages involved in consumer buying process. Assume you are going to purchase the same item again today. How might the stages be different this time? Why?
- Q3 a) Explain the promotion planning process.
b) For each of the following promotional objectives find one example of a print ad.
- i. Primarily designed to inform.
 - ii. Primarily designed to persuade.
 - iii. Primarily designed to remind.
- Q4 Explain the new product development process with example.
- Q5 Explain the steps involved in marketing research process.
- Q6 What benefits can a company expect to gain from segmenting its marketing?

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011: AFFILIATED COLLEGES
BUSINESS RESEARCH METHODS BA (H) – 542
BS – VI

Date: June 30, 2011

Max Time: 3 Hrs

Instruction:

Max Marks: 60

- 1. Attempt any FIVE (5) Questions**
- 2. Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

Q1 (a) Writing a research proposal before conducting the actual research is as significant as the actual research is". Comment the statement.

(b) Discuss the Latin-Square complex experimental design with elaborative example.

Q2 (a) "Avoid complex structure and use of phrases are key to design effective questionnaire" Justify the statement.

(b) Design a questionnaire containing not more than 20 questions including demographics. For following problem statement:
"To investigate the impact of training and development on employees' performance for XYZ organization"

Q3 (a) Discuss the Constant sum rating scale with example.

(b) What are the steps involve in research design process. Discuss in detail with necessary Block diagram.

Q4 (a) Why it is necessary to decide the scales for measurement? Discuss different Scales of measurement with example

(b) What are the important steps involve which selecting a measuring scales?

Q5 (a) Suppose a personnel manager believes age will be a useful criterion for Placement. Successful women at the supervisory level are samples. Following Data available for you as researcher: mean age of 100 women is 37.5 with Standard deviation (S) of 12.0 years and Z – Value corresponds to 0.475 (95%) is 1.96 Calculate the confidence interval and interpret your answer?

(b) Differentiate between concept and theory.

Q6 Write short note on any two of following:

1. Theoretical Frame work
2. Survey Method and errors associated with it
3. Problem definition and operational definition
4. Internal validity of Experimental research and factors which effect it.
5. Components of Final Report

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011: AFFILIATED COLLEGES
HUMAN RESOURCE MANAGEMENT BA (H) – 552
BS – VI

Date: July 2, 2011

Max Time: 3 Hrs

Instruction:

Max Marks: 60

- 1. Attempt any FIVE (5) Questions. Avoid writing unnecessary, this'll lead to secure less marks.**
- 2. Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

Q.1. (a) "To make organizational process of achieving the goals more effective and efficient, managers may require to go through with exhaustive T&D". What extent do you agree with given statement? Support your answer with real examples

(b) Discuss the different steps involve in T&D process.

Q.2. (a) What are groups? Why organizations urges the effective group work?

(b) What role do the reward plays in shaping the team player?

Q.3. (a) Differentiate between intrinsic and extrinsic motivation? How they play significant role in enhancing the employees' performance?

(b) Discuss the forced distribution method of appraisal.

Q.4. Work force diversity and Rapid change management are important outcomes of globalization. Being HR manager what strategies you may opt to deal with these.

Q.5. (a) What are the steps involve in job analysis.

(b) Clearly distinguish between internal and external recruitment.

Q.6. Write short note on any two of following

1. Employee grievance and Manager role
2. Pay per performance Strategy & ESOP
3. Career Management
4. Function of HRM

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE 2011; AFFILIATED COLLEGES
MANAGERIAL ACCOUNTING: BA (H) – 562
BS – VI

Date: July 05, 2011

Max Marks: 60
Max Time: 3 hrs**Instruction: Attempt ALL questions.**

Q # 1: Resort Inns, Inc has a totalled of 2,000 rooms in its nationwide chain of motels. On average, 70% of the rooms are occupied each day. The company's operating cost are \$21 per occupied room per day at this occupancy level, assuming a 30-days month. This \$21 figure contains both variable and fixed cost elements. During October, the occupancy rate dropped to only 45%. A total of \$792,000 in operating cost was incurred during October.

Required:

1. Estimate the variable cost per occupied room per day.
2. Estimate the total fixed operating cost per month.
3. Assume that the occupancy rate increases to 60% during November. What total operating costs would you expect the company to incur during November?

Q # 2: Super Sales Company is the exclusive distributor for a revolutionary book-bag. The product sells for \$60 per unit and has a CM ratio of 40%. The company's fixed expenses are \$360,000 per year.

Required:

1. What are the variable expenses per unit?
2. Using the equation method:
 - a. What is the break-even point in units and in sales dollars?
 - b. What sales level in units and is sale dollar is required to earn an annual profit of \$90,000?
 - c. Assume that through negotiation with the manufacturer the Super Sales Company is able to reduce its variable expenses by \$3 per unit. What is the company's new break-even point in units and in sales dollars?
3. Repeat (2) above using the contribution margin method.

Q # 3: Amcor, Inc. produces and sells a single product. The following costs relate to its production and sale:

	Variable cost per unit	Fixed cost per year
Direct Material	\$10	----
Direct Labour	5	-----
Manufacturing overhead	2	\$90000
Selling and Administrative	4	300000

During the last year, 30000 units were produced and 25000 units were sold. The finished goods inventory account at the end of the year shows a balance of \$ 85000 for the 5000 unsold units.

Required:

1. Is the company using absorption costing or variable costing to cost units in the Finished Goods inventory account? Show computations to support your answer.
2. Assume that the company wishes to prepare financial statements for the year to issue to its stockholders.
 - a. Is the \$85000 figure for Finished Goods inventory the correct figure to use on these statements for external reporting purposes? Explain
 - b. At what dollar amount should the 5000 units be carried in inventory for external reporting purposes?

Q # 4: Micro Products, Inc; has developed a very powerful electronic calculator. Each calculator requires three small “chips” that cost \$ 2 each and are purchased form an overseas supplier. Micro Products has prepared a production budget for the calculator by quarters for Year 2 and for the first quarter of Year 3, as shown below:

	Year 2				Year 3
	First	Second	Third	Fourth	First
Budgeted production, In calculators	60,000	90,000	150,000	100,000	80,000

The chip used in production of the calculator is sometimes hard to get, so it is necessary to carry large inventories as a precaution against stock-outs. For this reason, the inventory of chips at the end of a quarter must be equal to 20% of the following quarter’s production needs. Some 36,000 chips will be on hand to start the first quarter of Year 2.

Required:

Prepare a materials purchases budget for chips, by quarter and in total, for Year 2. At the bottom of your budget, show the dollar amount of purchases for each quarter and for the year in total.

Q # 5: Xavier Company produces a single product. Variable manufacturing is applied to products on the basis of direct labor-hours. The standard costs for one unit of product are as follows:

Direct material: 6 ounces at \$ 0.50 per ounce.....	\$ 3
Direct labor: 1.8 hours at \$ 10 per hour.....	18
Variable manufacturing overhead: 1.8 hours at \$ 5 per hour.....	9
Total standard variable cost per unit.....	<u>\$ 30</u>

During June, 2000 units were produced. The costs associated with June’s operations were as follows:

Material purchased: 18,000 ounces at \$ 0.60 per ounce.....	\$ 10,800
Material used in production: 14,000 ounces.....	---
Direct labor: 4,000 hours at \$ 9.75 per hour.....	39,000
Variable manufacturing overhead costs incurred.....	20,800

Required:

Compute the materials, labor, and variable manufacturing overhead variances.

Q # 6: Selected operating information on three different companies for a recent period is given below:

	Company		
	X	Y	Z
Full-capacity direct labor-hours	20,000	9,000	10,000
Budgeted direct labo-hour*	19,000	8,500	8,000
Actual direct labor-hours	19,500	8,000	9,000
Standard direct labor-hours allowed For actual output	18,500	8,250	9,500

*Denominator activity for computing the predetermined overhead rate.

Required:

For each company, state whether the volume variance would be favourable or unfavourable; also, explain in each case why the volume variance would be favourable or unfavourable.

End of paper

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011; AFFILIATED COLLEGES
CONSUMER BEHAVIOR BA (H) – 601
BS – VII

Date: June 22, 2011

Max Time: 3 Hrs

Instructions:

Max Marks: 60

1. Provide precise and to the point answers
 2. All answers must be given on **ANSWER SHEET ONLY**. Do not write anything on question paper
 3. **Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**
-
- Q1. You have been looking after a brand of tea in your company and now your next assignment is to launch soap in Pakistan. How would you go about the following?
- A. How is the buying behavior different for soap vs. tea? **2 marks**
 - B. How would you segment the market for soap using benefit segmentation? Create at least four segments on the basis of benefits desired by the consumers. **4 marks**
- Q2. Ufone is one of the most actively advertised brands in Pakistan. Referring to various ads of **Ufone prepaid** please comment on the following:
- A. What is the positioning of Ufone prepaid and how it is different from that of Jazz? **2 marks**
 - B. What challenges do you think telecomm marketers are facing as far as marketing mix is concerned? **4 marks**
- Q3. Define;
- A. Needs, wants and goals. Are needs and goals interdependent or not. Please comment. **3 marks**
 - B. Explain Maslow's need hierarchy. **3 marks**
- Q4. Briefly explain;
- A. Consumer decision making process and steps involved in it. **5 marks**
 - B. Purchasing car vs. grocery is certainly different. Explain how referring to decision making process. **5 marks**
- Q5. What role does consumer personality plays in selecting or rejecting a brand. Explain in detail with the help of examples? **10 marks**
- Q6. How do brands / companies use the concept of consumer perception in marketing? Please explain with examples. **10 marks**
- Q7. Life style often referred as psychographics is an important tool for understanding consumer behavior. What life style parameters you suggest for segmenting the following products. Please also develop profile for your target consumers and how will you let them know about your offering. **12 marks**
- A. A five star hotel
 - B. A new brand of cosmetics for women

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011; AFFILIATED COLLEGES
MANAGEMENT INFORMATION SYSTEM: BA (H) – 611
BS – VII

Date: June 24, 2011

Max. Time: 3 Hrs

Max Marks 60

Instruction

- 1. Attempt any five questions, all carry equal marks**
- 2. Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q-1 Write down the potential goals of an information system, and explain how these goals improve the productivity of business organizations.
- Q-2 What is meant by Business Re-engineering Process?
Describe the major role of information system in business process redesigning.
- Q-3 Discuss, how database management system can enhance the productivity of automation, which database you would recommend for small size enterprise, give justifications.
- Q-4 Explain and illustrate, how Electronic data interchange (EDI) can restructure business relationships among Organizations. Give its competitive advantages.
- Q-5 Let's suppose you want to start a business for customer services. Develop a strategy for paperless office environment, using information and telecommunication technologies.
- Q-6 Express the key issues and challenges faced by MIS manager during implementation of Management Information System in an Organization.
- Q-7 Distinguish the key points between the following with suitable examples:
- a) Information and Knowledge
 - b) Distributed System and Centralized System
 - c) Transaction Processing System & Strategic Information System

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011: AFFILIATED COLLEGES
BUSINESS ETHICS BA (H) – 621
BS – VII

Date: June 27, 2011

Max Time: 3 Hrs

Instruction:

Max Marks: 60

- 1. Attempt ALL Questions. All carry equal marks.**
- 2. Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q1 Enumerate and discuss the role of environmental forces responsible for shaping business strategies.
- Q2 Describe the factors responsible for the occurrence of ethical problems in business and what steps must be taken to minimize their impact.
- Q3 Define Corporate Social Responsibility (CSR) from a traditional and contemporary perspective and critically evaluate the arguments favoring and disfavoring it.
- Q4 Define the following:
- a) Whistle-blowing
 - b) Social Contract
 - c) Utilitarianism
 - d) Egoism
 - e) Opportunity and Conflict
- Q5 Leaders play a critical role in implementing ethical practices in organizations, discuss the role of effective leadership in improving the ethical performance of organizations.

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011 AFFILIATED COLLEGES
STRATEGIC MANAGEMENT: BA (H) – 602
BS – VIII

Date: June 23, 2011

Max Time 3 Hrs
Max. Marks 60

Instructions:

1. Attempt any FIVE questions. All questions carry equal marks. Programmable calculators are not allowed.
2. **Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

Q.1(a): Discuss the following terms in your words with some relevant example:

- 1) Annual Objectives 2) Business Ethics and SM

(b) How would you differentiate the mission statement of profit and non-profit Organization? What are the key components a mission statement must owe , Support your answer in context of following mission statement of Procter & Gamble :

“We'll provide branded products and services of superior quality and value that Improve the lives of the world's consumers. As a result, consumers will reward Us with the industry leadership in sales, profit and value creation, allowing our People, our stakeholders and the communities in which we live and work to Prosper”.

Q.2.(a) Clearly distinguish between industrial View and RBV . If an organization wanted To analyze its working capacity and firstly it was decided by organization to Conduct economic environmental analysis , how you categorize this in RBV or I/O view? Support your answer with proper justification.

(b) Discuss different stages of strategy formulation framework.

Q.3.(a) Explain the term “ not managing by objective” . what are the alternative available.

(b) “Seeking the growth in present market by influencing with much intensive Marketing efforts” highlight the strategy which indicated in this statement , Discuss the pros and corn of that strategy with relevant example.

Q.4.(a)

(i) Given the following information of SPACE matrix for XYZ Company: develop Its SPACE matrix and interpret your answer

FS= + 2, ES = - 5 , CA = -3 , IS = +3

(ii) Develop BCG Matrix and IE matrix for following information of ABC Company

Divisions	Profits	Sales	RMS	IGR	IFE score	EFE score
1	\$10	\$100	0.2	+0.2	1.6	2.6
2	\$15	\$50	0.6	+0.10	3.1	1.6
3	\$25	\$100	0.8	- 0.10	2.2	3.5

(b) Explain the procedure of any one of above mentioned Matrix.

Q.5(a) What are the different structure of Organization ? Discuss the Matrix structure In detail

(b) How conflict managing is important in allocation organizational resource for Successful implementation of a certain strategy / set of strategies?

Q.6. Write short note on any three of following

- (i) Product positioning and strategies
- (ii) Strategy Evaluation framework
- (iii) Balance Score Card (BSC)
- (iv) Steps involve in preparing Case analysis

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011; AFFILIATED COLLEGES
INTERNATIONAL BUSINESS: BA (H) – 612
BS – VIII

Date: June 25, 2011

Max. Time: 3 Hrs
Max Marks 60

Instruction

- 1. Attempt any five questions, all carry equal marks.**
- 2. Answers must be given relevant and to the point.**
- 3. Return question paper along with answer scripts, without question paper your answer script will not be assessed.**
- 4. Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

Question no.1

- a) What is multinational enterprise? Why do firms become multinational enterprise?
- b) What are the common characteristics of an MNE? Identify and briefly describe each.

Question no.2

- (a) Briefly discuss the main instruments of trade policy.
- (b) How business firms can play vital role in international trade? Explain.

Question no.3

- (a) Most countries do not agree with two extremes of market policies towards FDI. What is the balance policy between the two extremes? Explain.
- (b) Differentiate between absolute advantage and comparative advantage trade theories.

Question no. 4

Critically review Strawmen's approaches to business ethics. What are the most favored approaches that form the basis for current models of ethical behaviour in international business?

Question no.5

- (a) Describe the types of International Business Strategy?
- (b) The best strategy for a firm to pursue often depends on a consideration of the pressures for cost reductions and for local responsiveness. Explain.

Question no.6

- (a) Briefly describe how trade barriers affect Pakistan's business firm's strategy.
- (b) Write short notes on SAFTA and NAFTA.

Question no.7

- (a) Define International finance.
- (b) What are the major accounts in the balance of payments?
- (c) What are the major groups that are active in International business, there are some major groups that are active participants in foreign exchange markets. Briefly explain each one.

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011: AFFILIATED COLLEGES
RISK MANAGEMENT BA (H) – 693
BS – VII

Date: June 28, 2011

Max Time: 3 Hrs

Instruction:

Max Marks: 60

- 1. Attempt any FIVE (5) Questions. All carry equal marks.**
- 2. Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q1 Why adopting an enterprise-wide approach to risk management is becoming critical for business in modern times?
- Q2 How different you think business should view Risk?
- Q3 As a proactive tool, how much do you think, Scenario Analysis can help financial institutions adapt to new regulatory developments?
- Q4 Write a note on SBP guidelines for the implementation of Basel agreements in Pakistan?
- Q5 Discuss on the basis of strength and weakness, which one would you prefer Credit Scoring system or expert opinion as managing Credit Risk?
- Q6 Define diversification? Discuss the principles of diversification for risk?

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011: AFFILIATED COLLEGES
SECURITY ANALYSIS BA (H) – 603
BS – VII

Date: June 29, 2011

Max Time: 3 Hrs

Instruction:

Max Marks: 60

- 1. Attempt any FIVE (5) Questions. All carry equal marks.**
 - 2. Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**
-
1. Define implied forward rate? How the Forward contract does differ from a Futures contract in its characteristics?
 2. Discuss the role of Stock Exchange and Central Depository Company in capital market development of Pakistan? Also provide your suggestions for improvement?
 3. Discuss the assumptions of Capital Asset Pricing Model? What are the problems of implementing CAPM?
 4. Define Beta? Discuss Equity Risk Premium?
 5. Write a note on Arbitrage Pricing theory?

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011: AFFILIATED COLLEGES
PORTFOLIO INVESTMENT MANAGEMENT: BA (H) – 623
BS – VIII

Date: June 30, 2011

Max Time: 3hrs.

Max Marks: 60

Instruction:

1. Attempt any FIVE questions. ALL question carry equal marks.
2. **Use of mobile phones or any other communicating device is not allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q1. Define implied forward rate? How the Forward contract does differ from a Futures contract in its characteristics?
- Q2. Justify whether the following statements are True or False?
- a. Short interest ratio is an important possible indicator of how bullish investors are about particular stock.
 - b. Limit orders are executed at the best price available.
 - c. Rational investors are risk averse, meaning that are willing to assume risk unless they expected to be adequately compensated.
- Q3. Based on current theoretical and empirical development of arbitrage pricing theory (Apt), do you think that this approach offers a practical alternative to the Capital Asset Pricing Model for individual investor?
- Q4. Role of Securities and Exchange Commission of Pakistan (SECP) and Karachi Stock Exchange (KSE) in formulating and implementing the regulatory framework of Capital Market in Pakistan?
- Q5. Value at Risk Approach as adopted by the Karachi Stock Exchange highlighting the pre requisite and support necessary for its efficient and effective implementation?
- Q6. Discuss in detail the trading mechanics of security at Karachi Stock Exchange?
- Q7. Explain any three of the following:
- a. Difference between preferred shares and common shares
 - b. Types of financial markets
 - c. Assumptions of CAPM
 - d. Short Selling
 - e. Equity Risk Premium

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011: AFFILIATED COLLEGES
RETAIL MARKETING: BA (H) – 641
BS – VIII

Date: June 28, 2011

Max Time: 3 Hrs
Max Marks: 60

Instruction:

- 1. Attempt any FIVE (5) Questions. All carry equal marks.**
- 2. Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q1 The case of entry in to retaining undoubtedly contributes to the high failure rate among retailers, which – in the view of some–creates economic waste. Should entry in to retailing be restricted? If so, how could this be done.
- Q2 What course of action might small retailers take to improve their competitive position?
- Q3 Identify a specialty store selling convenience products in your city. Explain why you think it's that kind of store and way an awareness of this status would be important to a manufacturer. Does it give the retailer any particular advantage? If so, with whom?
- Q4 What advantages does a retail chain have over a retailer who operates with a single store? Does a small retailer have any advantages in competing against a chain? Explain your answer.
- Q5 Define Direct Marketing? Explain the retail promotional mix.
- Q6 Write notes on any two of following:
- (i) Relationship Marketing
 - (ii) Brand Image and Retail Expansion
 - (iii) The Essence of Successful Retailing

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2011: AFFILIATED COLLEGES
GLOBAL MARKETING BA (H) – 631
BS – VII

Date: June 29, 2011

Max Time: 3 Hrs

Instruction:

Max Marks: 60

1. Provide precise and to the point answers All answers must be given on **ANSWER SHEET ONLY**. Do not write anything on question paper.
2. **Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

Q1. You are working as Marketing Research Manager in a textile group of Pakistan. The company has decided to expand and introduce products under its brand name in Russian Federation **for the first time**. You have been assigned to provide details about Russian market. How would you go about the following?

- A. What research objectives you will set for the project and why? 3 marks
- B. What data sources you will use to collect information? 2 marks
- C. What research methodologies you will imply to understand local **consumers** and **customers** 5 marks

Q2. What is Integrated Marketing Communication and what role does this play in defining promotion strategy in international markets. Explain with the help of examples. 5 marks

Q3. If a company were contemplating establishing a manufacturing facility in a foreign market, why might it decide to wholly own the facility rather than partially own it? 5 marks

Q4. Discuss what you consider to be the ideal approach for establishing an export transfer price? 5 marks

Q5. Foreign Direct Investment in Pakistan is at all time low. What are the major reasons? Please explain with reference to environmental factors 10 marks

Q6. Match the concepts given on the left with appropriate examples given on the right 10 marks

Concept	Example
Franchise	To cover trade deficit with China, India has exponentially increased tariff rates on various imports from China
Focus Strategy	McDonald's big mac launched as "Maharaja Burger" in India with slight modifications
Private Label Brands	PIA introduced frequent flyer card in association with Standard & Chartered bank
Product Adaptation	Legal Import of Toyota Vitz in Pakistan although Toyota Corporation had no plans of introducing Vitz in Pakistan
Gray Market exporting	Pharmaceutical companies usually set high prices for new research based molecules when introduced first time in any market
Co-branding	A television manufacturer introduced its new HD TV series by placing inserts in credit card statements of a local bank
Geographic segmentation	Football manufacturers in Sialkot targets EU countries as primary export destinations because football is very popular sport in entire EU
Price Skimming	Contract between Lakson group and McDonald's whereby Lakson group is authorized to use McDonald's brand name and processes under guidance from McDonald's Inc.
Anti dumping duty	Auto manufacturer like Ferrari and Aston Martin compete as niche players in sports and small car category
Direct Marketing	Macter International, a Pakistani pharma company produces range of products for multinationals like Wyeth and J&J under their brand name

Q7. Do you agree that the international marketer does not need to study a culture from a narrow perspective but rather only needs only a broad perspective to learn about general patterns and themes? Explain your answer 10 marks

Q8. Differentiate between a global and a Multinational company 5 marks

END OF PAPER

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE 2011: AFFILIATED COLLEGES
MARKETING RESEARCH: BA (H) – 711
BS – VIII**

Date: June 30, 2011

Max Time: 3 Hours

Instruction: Attempt all questions

Max Marks: 60

- Q1. What do you understand by marketing system? In this respect develop and define the conceptual scheme from the perspective of the selling organization.
- Q.2 Define in detail Longitudinal Research Design.
- Q.3 Explain the following types of sampling.
- a) Quota sampling
 - b) Stratified sampling
 - c) Cluster sampling
 - d) Area sampling
- Q.4 The appropriate test of statistical inferences varies by the types of scales of the data available. By assuming certain values to support, illustrate z-test by using the six steps involved in hypothesis testing.

OR

Provide an overview of Univariate data analysis procedure.

- Q.5. Briefly define the seven steps based on that the discussion on questionnaire design can be organized
- Q.6 What is the most common tool of attitude measurement? Briefly define its seven types.

OR

Define the following terms:

- a) Test-retest Reliability
- b) Split half Reliability
- c) Construct Validity
- d) Content Validity
- e) Concurrent Validity

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE 2011: AFFILIATED COLLEGES
ADVERTISING: BA (H) – 701
BS – VII

Date: July 1, 2011

Max. Marks: 60
Max Time: 3 Hrs

Instructions:

- **Attempt five questions, all carry equal marks.**
- **Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q.1 Critics charge that advertising seeks to manipulate its audience, whereas advertising's supporters claim that it merely seeks to persuade. Which interpretation do you agree with? Why?
- Q-2 What are the different stages in the consumer's decision process? Give example of how advertising can influence in each stage. Find an ad that addresses to concern of consumer in each stage.
- Q-3 Suppose you had the opportunity to develop a research program for a new look store for university. What kind of exploratory research would you recommend? Would you propose both qualitative and quantitative studies? What specific steps would you take?
- Q-4 Define Advertising. Explain the different types of advertising.
- Q-5 Explain the importance of brand images and how advertising contributes to their development.
- Q-6 Write short notes on the following:
- a. Functions of advertising.
 - b. Advertising Agencies

END OF PAPER