

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGES  
TRAINING & DEVELOPMENT; BA (M)-626  
MBA – IV**

**Date: June 25, 2015**

**Max Time: 3 Hrs**

**Max Marks: 60**

**INSTRUCTIONS:**

- 1. Attempt ANY 5 questions, all carry equal marks. Do not write anything on the question paper.**
- 2. Return question paper along with the answer scripts, without question paper your answer script will not be assessed.**
- 3. Mobile Phone(s) 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.**

|                      |  |                        |  |
|----------------------|--|------------------------|--|
| <b>College Name:</b> |  | <b>Student's Name:</b> |  |
|----------------------|--|------------------------|--|

- Q1 a) Discuss the strengths and weaknesses of Lecture Presentation Method.  
b) What is Team Training? What are its three components?
- Q2 a) Define Performance Appraisal. Explain the 360-Degree Feedback System.  
b) Discuss the Protean Career and how it differs from the Traditional Career.
- Q3 a) Define TNA. Why is Needs Assessment necessary?  
b) Draw and explain the Needs Assessment Process (TNA).
- Q4 a) Define Training and Development? Differentiate between training and development.  
b) Draw and explain the Training Design Process.
- Q5 a) Discuss the potential features of e-learning.  
b) Define advantages of e-learning through iPods, and Simulations.
- Q6 a) Differentiate between explicit knowledge and tacit knowledge.  
b) Draw and explain the Strategies Training and Development Process.
- Q-7 Write notes on:  
a) Andragogy      b) Career Management

**END OF SUBJECTIVE PAPER**

**APPEARANCE OF MOBILE PHONE(S) / SMART DEVICE(S) SUBJECT TO CONSIDERED AS AN  
ACT OF CHEATING**

College Name: \_\_\_\_\_

Student Name: \_\_\_\_\_ Seat No: \_\_\_\_\_

Copy No: \_\_\_\_\_

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGE  
MANAGEMENT INFORMATION SYSTEM; BA (M)-632 (PART B)  
MBA-IV**

**Date: June 15, 2015**

**Max Time: 2 Hrs**

**Max Marks: 30**

**INSTRUCTIONS:**

- 1. Attempt any 4 questions. Do not write anything on the question paper.**
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Q-01

- (a) What is the role of an Information System in the automated business environment
- (b) Briefly describe the Quality Assurance mechanism for Information System

Q-02

- (a) Write down the reasons why System Analysis and Designing (SAD) methodologies are needed for developing a business application
- (b) State, the phases involved in business system development designing and analysis

Q-03 What is the Business Intelligence (BI)? Explain how does BI is used to manage Decision Supporting System

Q-04 Write down short notes on **any two** of the followings:

- a) Source Data Automation
- b) Work flow Management Process
- c) Online Transaction Processing System(OLTP)
- d) Executive Information System(EIS)

Q-05 Describe brief functionality of the following with relevant examples:

- |                |                    |
|----------------|--------------------|
| a) Data Mining | b) Expert System   |
| c) Cyberspace  | d) Data Dictionary |

**END OF SUBJECTIVE PAPER**

**APPEARANCE OF MOBILE PHONE(S) / SMART DEVICE(S) SUBJECT TO CONSIDERED AS AN  
ACT OF CHEATING**

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION, JUNE 2015; AFFILIATED COLLEGES  
GLOBAL MARKETING; BA (M)-642  
MBA – IV**

**Date: June 25, 2015**

**Max Time: 3 Hrs**

**Max Marks: 60**

**INSTRUCTIONS:**

- 1. Attempt any 05 questions, all carry equal marks. Do not write anything on the question paper.**
- 2. Return the question paper along with answer script, without question paper your answer script will not be assessed.**
- 3. 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.**

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|----------------------|------------------------|

- Q-1 Briefly explain Opportunities and challenges in Global Marketing.
- Q-2 What are the alternative organizational structures for operating in foreign markets?
- Q-3 What is the impact of culture and cultural values, attitude on the conduct of global marketing? Clearly explain with examples.
- Q-4 a) Discuss the benefits to MNCs of accepting "global marketing concept".  
b) Comment on the statements 'there exists no difference between 'international markets' and 'global markets'
- Q-5 When a company makes commitment to enter into foreign markets it must choose a strategy to enter. What are the strategies which a firm can use to enter into foreign markets? What challenges the company might face when it enters a foreign market?
- Q-6 List and briefly explain the promotional and product strategies available to a company which is targeting global markets
- Q-7 Write short notes on **any 2** of the following:  
a) Global Strategic Planning Process  
b) Global Pricing Strategies  
c) Global Promotional Strategies

**END OF EXAM PAPER**

**APPEARANCE OF MOBILE PHONE(S) / SMART DEVICE(S) SUBJECT TO CONSIDERED AS AN  
ACT OF CHEATING**

College Name: \_\_\_\_\_

Student Name: \_\_\_\_\_ Seat No: \_\_\_\_\_

Copy No: \_\_\_\_\_

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION, JUNE 2015; AFFILIATED COLLEGES  
ADVERTISING & PROMOTION; BA (M)-652 (PART B)  
MBA – IV**

**Date: June 27, 2015**

**Max Time: 2 Hrs**

**Max Marks: 30**

**INSTRUCTIONS:**

- 1. Attempt any 5 questions. Do not write anything on the question paper.**
- 2. 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. Explain the role of consumer perception process in pretest and posttest advertising research.
- Q2. Discuss advertising strategy and develop an advertising campaign for (Television)? Product category: Choose Any One  
1. Cooking Oil      2. Shampoo      3. Car
- Q3. Give a brief comparison of Print and Electronic Media and develop 5 punch lines for Tetley Tea Bags.
- Q4. Explain creativity process and its role in advertising campaigns.
- Q5. Explain advertising sterns model with respect to marketing mix.
- Q6. Define advertising planning process and what are the key factors involved in setting advertising budgets.

**END OF SUBJECTIVE PAPER**

**APPEARANCE OF MOBILE PHONE(S) / SMART DEVICE(S) SUBJECT TO CONSIDERED AS AN  
ACT OF CHEATING**

College Name: \_\_\_\_\_

Student Name: \_\_\_\_\_ Seat No: \_\_\_\_\_

Copy No: \_\_\_\_\_

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGE  
BANKING OPERATION & MANAGEMENT; BA (M)-682  
MBA-IV**

**Date: June 25, 2015**

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

**INSTRUCTIONS:**

- 1. Attempt 4 questions where Q7 is compulsory. Do not write anything on the question paper.**
- 2. 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) Define the terms "banker" and "customer".  
b) State any three types of relationships that can exist between a "banker" and a "customer".
- Q2 a) What are Non-performing Loans? How do they affect Bank's profitability?  
b) What is the purpose of KIBOR and Explain its significance for banks?
- Q3 Explain any 5 factors that lenders consider when evaluating an individual or business seeking credit.
- Q4 a) List any 3 characteristics of Negotiable Instruments.  
b) Who are the parties to a promissory note and a bill of exchange?
- Q5 Discuss why the cash flow base lending should be preferred over collateral back lending.
- Q6 a) Discuss the difference between primary security and secondary security.  
b) Give key characteristics of a good security.
- Q7 Write short notes on:  
A. Partnership Accounts  
B. Trust Accounts  
C. Dormant Accounts  
D. Documents required to open a Private Limited Company account.

**END OF EXAM PAPER**

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGES  
PROJECT & APPRAISAL; BA (M)-683  
MBA – IV**

Date: June 27, 2015

Max Time: 3 Hrs  
Max Marks: 60

**INSTRUCTIONS:**

1. Attempt 4 questions, where Q1 is compulsory all carry equal marks. Do not write anything on the question paper.
2. 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.

**CASE STUDY**

Q1 National Industries Ltd. is being set up to manufacture industrial gears. The expected outlays and proposed financing during the construction and the first two operating years are shown below.

| Outlays                    | Construction Period | Operating Period |          |
|----------------------------|---------------------|------------------|----------|
|                            | (Rs)                | Year I           | Year II  |
| Land                       | 1220                | ----             | ----     |
| Building                   | 6110                | ----             | ----     |
| Plant & machinery          | 24440               | ----             | ----     |
| Miscellaneous fixed assets | 4720                | ----             | ----     |
| Preliminary expenses       | 850                 | ----             | ----     |
| Pre-operative expenses     | 4800                | ----             | ----     |
| Current assets             |                     | Rs 22,804        | Rs 2,500 |
| (Other than cash)          | 42140               | Rs 22,804        | Rs 2,500 |
| Financing                  | 16300               | ----             | ----     |
| Equity capital             | 29000               | Rs 5,704         | Rs 500   |
| Term Loan                  |                     | Rs 17,100        | Rs 2,000 |
| Short-term bank borrowing  |                     |                  |          |
|                            | 45300               | Rs 22,804        | Rs 2,500 |

The following information is available:

- (a) The construction period will last for one year, beginning on 1<sup>st</sup> April of year n and ending on 31<sup>st</sup> March of year n+1.
- (b) The first operating period will begin on 1<sup>st</sup> April of year n+1 and end on 31<sup>st</sup> March of year n+2. This will be immediately followed by the second operating year which will end on 31<sup>st</sup> March of year n+3.
- (c) The term loan will carry an interest of 10 percent. Each amount disbursed is repayable in 16 equal semi-annual installments, the first such repayment commencing from the end of the 1<sup>st</sup> operating year. The interest on term loan during the construction period is included in pre-operative expenses. Interest due in each subsequent half year is payable at the end of the same half year. The term loan disbursements in each operating year will occur right in the beginning of that operating year.
- (d) Short-term bank borrowings in the two operating years will occur right in the beginning of those years and carry an interest rate of 8 percent which is payable at the end of the respective operating year.
- (e) Pre-operative expenses will be allocated to land, building, plant and machinery, and miscellaneous fixed assets in proportion of their values. Preliminary expenses will be written off in ten equal annual installments.
- (f) For the first two operating years the expected revenues are 42000 and 60000 and the expected cost of sales (excluding depreciation, other amortization, and interest) are 280,000 and 40000 respectively.
- (g) The depreciation rates for company law purposes will be as follows:

|                            |   |               |
|----------------------------|---|---------------|
| Building                   | : | 3.34 percent  |
| Plant and machinery        | : | 10.34 percent |
| Miscellaneous fixed assets | : | 10.34 percent |

The method of depreciation will be the straight line method
- There will be no income tax liability for the first two operating years.

**Required**

Prepare the following:

- i) Projected income statements for the first two operating years.
- ii) Projected cash flow statements for the construction period and the first two operating years.
- iii) Projected balance sheets as on 31/3/n+1, 31/3/n+2, and 31/3/n+3.

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- Q2. a) Many Industrial economists believe that most products evolve through a life cycle which has some stages what are these, briefly describe each one.  
b) What factors contribute to decline in unit cost with respect to the accumulated volume of production?
- Q3. What are the key steps involved in market & demand analysis? Describe in an orderly and systematic manner.
- Q4. a) Discuss the uncertainties in demand forecasting. How can one cope with these uncertainties?  
b) Briefly discuss the steps involved in sensitivity analysis.
- Q5. a) What is a work schedule of a project what purpose does it close it serve?  
b) What is the difference between the effective rate of interest and stated rate of interest in the following cases?
- Stated rate of interest is 12 percent and the frequency of compounding is six times a year.
  - Stated rate of interest is 24 percent and the frequency of compounding is four times a year.
  - Stated rate of interest is 24 percent and the frequency of compounding is twelve times a year.

**END OF EXAM PAPER**

**APPEARANCE OF MOBILE PHONE(S) / SMART DEVICE(S) SUBJECT TO CONSIDERED  
AS AN ACT OF CHEATING**

College Name: \_\_\_\_\_

Student Name: \_\_\_\_\_ Seat No: \_\_\_\_\_

Copy No: \_\_\_\_\_

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGE  
MANAGERIAL ACCOUNTING; BA (M)-602 (PART B)  
MBA-IV**

**Date: June 20, 2015**

**Max Time: 1.5 Hrs  
Max Marks: 30**

**INSTRUCTIONS:**

- 1. Attempt any 3 questions. Do not write anything on the question paper.**
- 2. 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 The Dean Company produces and sells a single product. The following data refer to the year just completed:

|   |           |
|---|-----------|
| Beginning inventory.....                            | 0         |
| Units produced.....                                 | 20,000    |
| Units sold .....                                    | 19,000    |
| <br>Selling price per unit.....                     | <br>\$350 |
| Selling and administrative expenses:                |           |
| Variable per unit .....                             | \$10      |
| Fixed (total).....                                  | \$225,000 |
| Manufacturing costs:                                |           |
| Direct materials cost per unit .....                | \$190     |
| Direct labor cost per unit .....                    | \$40      |
| Variable manufacturing overhead cost per unit ..... | \$25      |
| Fixed manufacturing overhead (total).....           | \$250,000 |

Assume that direct labor is a variable cost.

**Required:**

- a. Compute the cost of a single unit of product under both the absorption costing and variable costing approaches.
  - b. Prepare an income statement for the year using absorption costing.
  - c. Prepare an income statement for the year using variable costing.
  - d. Reconcile the absorption costing and variable costing net operating income figures in (b) and (c) above.
- b In the most recent month, Sardella Corporation's total contribution margin was \$46,200 and its net operating income \$13,200.

**Required:**

- a. Compute the degree of operating leverage to two decimal places.
- b. Using the degree of operating leverage, estimate the percentage change in net operating income that should result from a 10% increase in sales.



**APPEARANCE OF MOBILE PHONE(S) / SMART DEVICE(S) SUBJECT TO CONSIDERED  
AS AN ACT OF CHEATING**

Q.2     Assign overhead costs to products.

| Activity Cost Pools              | Activity Rate                 |
|----------------------------------|-------------------------------|
| Setting up batches .....         | \$32.22    per batch          |
| Assembling products .....        | \$6.13     per assembly hour  |
| Processing customer orders ..... | \$72.75    per customer order |

Data concerning two products appear below:

|                                 | Product S96U | Product Q06F |
|---------------------------------|--------------|--------------|
| Number of batches .....         | 78           | 24           |
| Number of assembly hours .....  | 412          | 178          |
| Number of customer orders ..... | 53           | 18           |

**Required:**

- a.   How much overhead cost would be assigned to Product S96U using the company's activity-based costing system? Show your work!
- b.   How much overhead cost would be assigned to Product Q06F using the company's activity-based costing system? Show your work!

Q.3     The following labor standards have been established for a particular product:

|   |                    |
|---|--------------------|
| Standard labor hours per unit of output ..... | 4.0    hours       |
| Standard labor rate .....                     | \$18.35   per hour |

The following data pertain to operations concerning the product for the last month:

|                               |                |
|-------------------------------|----------------|
| Actual hours worked .....     | 9,300    hours |
| Actual total labor cost ..... | \$171,585      |
| Actual output .....           | 2,300    units |

**Required:**

- a.   What is the labor rate variance for the month?
- b.   What is the labor efficiency variance for the month?

Q.4     One quarter gram of a rare seasoning is required for each bottle of Dipping Oil, a very popular product sold through gourmet shops that is produced by The Lucas Company. The cost of the seasoning is \$16 per gram. Budgeted production of Dipping Oil is given below for the second quarter, and the first month of the third quarter.

|                                   | April | May   | June   | July   |
|-----------------------------------|-------|-------|--------|--------|
| Required production bottles ..... | 5,000 | 8,000 | 15,000 | 10,000 |

The seasoning is so difficult to get that the company must have on hand at the end of each month 20% of the next month's production needs. A total of 250 grams will be on hand at the beginning of April.

**Required:**

- a.   Prepare a direct materials budget for the seasoning, by month and in total for the second quarter. Be sure to include both the quantity to be purchased and its cost for each month.

**END OF SUBJECTIVE PAPER**

**KARACHI UNIVERSITY BUSINESS SCHOOL**  
**UNIVERSITY OF KARACHI**  
**FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGES**  
**RECRUITMENT & SELECTION; BA (M)–606**  
**MBA – IV**

**Date: June 27, 2015**

**Max Time: 3 Hrs**

**Max Marks: 60**

**INSTRUCTIONS:**

- 1. Attempt any FIVE questions, all carry equal marks. Do not write anything on the question paper.**
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| <b>College Name:</b> |  | <b>Student's Name</b> |  |
|----------------------|--|-----------------------|--|

- Q-1 Define human resource planning. Discuss why internet recruiting has grown and how employers are conducting it?
- Q-2 Describe the characteristics and advantages of a good test. Discuss the different types of test.
- Q-3 Define selection. Discuss steps in the selection process with the help of diagram.
- Q-4 What is recruitment? Discuss external recruitment methods in detail.
- Q-5 Explain what is meant by the terms reliability and validity. What is their significance in selection? Why is it important to check an applicant's references?
- Q-6 What is Interview? What are the major types of employment interview? Who does interviews? How to interview successfully?
- Q-7 Write notes on the following:  
(a) Internal recruitment  
(b) Errors of interview

**END OF EXAM PAPER**