

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JULY 2017; AFFILIATED COLLEGES
INTRODUCTION TO BUSINESS MANAGEMENT: BA (M) – 541
MBA – I

Date: July 12, 2017

Max Time: 100 Mins

Max Marks: 40

INSTRUCTIONS:

- 1. Attempt any 04 Questions. Start each new question on a new page. Do not write anything on the question paper.**
- 2. Mobile Phone(s) 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 Identify the three major form of business ownership.

Q2 What is management? Describe the functions of management?

Q3 Discuss the function of Marketing.

Q4 Explain the concept of business finance.

Q5 Contrast between any two of the following:

1. Job Satisfaction vs Job Involvement
2. Sole Proprietorship vs Partnership
3. Musharakha vs Mudarabah
4. Micro Marketing vs Macro Marketing

Q6 Write short notes on any one theory:

1. Expectancy Theory
2. Maslow Theory
3. Equity Theory

END OF SUBJECTIVE PAPER