

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION DECEMBER 2010: AFFILIATED COLLEGES
BUSINESS ENGLISH – I BA (H) – 301
BS – I

Instructions: Attempt all questions.

Copy down the question number neatly and correctly.

Question no 1- Punctuate the following passage. 06

In the darkness I could just see the thing like an elephant trunk more than anything else waving towards me and touching and examining the walls coals wood and ceiling It was like a black worm swaying its blind head to and fro.

Once even it touched the heel of my boot I was on the verge of screaming I bit my hand For a time it was silent I could have fancied it had been withdrawn presently with an abrupt click it gripped something I thought it had me and seemed to go out of the cellar again For a minute I was not sure Apparently it had taken a lump of coal to examine.

Question no 2- Put the verbs in these sentences into their correct forms. 06

- a- The news (be) terrible last night , and I am afraid it (be) even worse this morning.
- b- The furniture that we bought in Bangkok (look) lovely in our sitting room
- c- That information (not help) me very much. Please tell me exactly what I must do.
- d- My grandfather's advice always (help) when I don't know what to do
- e- Bad news always (make) my heart beat faster.
- f- The new furniture just (arrive) .Would you like to have a look at it?

Question no 3- Fill the blanks with appropriate prepositions. 10

I often say, if you have a finite budget for marketing, you should spend less (a) _____ advertising and invest it (b) _____ your customers in some form (c) _____ customer appreciation. You will get a better return for your money (d) _____ you invest in your existing customers. No disrespect (e) _____ the media, they have a role to play. But it costs a lot more to earn a new customer (f) _____ to keep an existing one.

Regular, happy, repeat customers are your bread and butter. The lifetime value (g) _____ your regulars can be estimated, and your cash flow projected. Think of it as a symbiotic relationship, (h) _____ you each depend on the other. They come back (i) _____ they trust you. You depend on the income they bring. Customers want to feel appreciated, and that you care about them more than the income they bring you. They are more than just a number. Perhaps you have heard the saying "People don't care (j) _____ much you know, until they know how much you care."

Question no 4- Change the voice 10

- a- The town was destroyed by fire.
- b- He can cut out the picture
- c- A client delayed Johan when she was leaving the office.
- d- Funny is what clowns are.
- e- I will ask a question.

Question no 5- Rewrite each sentence below according to the instructions given in parenthesis. 14

- a. In the early part of the month of April we traveled in our own car to the city of New Orleans in the state of Louisiana.
(Make the sentence more concise by reducing phrases to single words and eliminating unnecessary modifiers—those adjectives, adverbs, and prepositional phrases that are repetitious or insignificant)

- b. We received a free complimentary copy of a book about the past history of education in America from the salesman.
(Eliminate the unnecessary modifiers and rearrange the details in the sentence to make it more clear and concise.)
- c. The architecture of farms in southern France is squat and horizontal and is dictated by the area's high winds and flat plateaus.
(Place the adjectives in front of the noun that they modify, and eliminate any unnecessary ands)
- d. The little child walked quietly on the tips of his toes past the very young dog.
(Make this sentence more concise and effective by replacing the simple modifiers with more specific nouns and verbs)
- e. Our boat was entirely surrounded on all sides by sharks in the water around us.
(Make this sentence more concise by eliminating unnecessary modifiers)
- f. The cat sat on the mat. *(identify the modifiers in this sentence)*
- g. To keep the young recruits interested in getting in shape, an exercise program was set up for the summer months. *(edit the sentence by correct placement of misplaced modifier)*

Question no 6- Combine the following pair of sentences. 04

- a- Prepare your speech .Make it when the time comes
- b- I have to go .The road is bad.
- c- He ate a lot of meat. His doctor has told him to.
- d- We played football. It was raining

Question no 7(A) - Complete the following sentences 02

- a- Words that modify verbs , adjectives and adverbs are
(i) adverbs (ii) adjectives (iii) pronouns (iv) conjunctions
- b- Words that express strong feelings are
(i) conjunctions (ii) pronouns (iii) adverbs (iv) interjections

Question no7 (B)- Describe each of the following group of words. 03

- a- Whenever Mr. Jackson calls to confirm the shipping date.
(i) command (ii) complete sentence (iii) fragment (iv) comma splice
- b- Many employees are interested in the proposed in-service training.
(i) command (ii)complete sentence (iii) fragment (iv) comma splice
- c- After you read the contract, sign and return it
(i) command (ii) complete sentence (iii) fragment (iv) comma splice

Question no 7 (C)- Select the correct pronoun 05

- a- If I were (he , him), I would withdraw my endorsement.
- b- I was asked to contact you and (they , them)
- c- Dr Meza judged the winner to be (her , she)
- d- (Us, We) investors , of course, expect to make a minimal profit.
- e- After a thorough investigation, we have concluded that (their, their's , there's) is the only equipment that meets all our specifications.

KARACHI UNIVERSITY BUSINESS SCHOOL
 University of Karachi
FINAL EXAMINATION DECEMBER 2010: AFFILIATED COLLEGES
BASIC MATHEMATICS – I BA (H) 321
BS – I

Instructions:

1. Attempt all questions in sequence/ all questions carry equal marks.
2. Exchange of stationary items/calculators & use of Mobile Phone is strictly prohibited.

Date: Dec 31, 2010 Time: 3 Hours Max. Marks: 60

Q.1(i) Determine the ultimate direction for the function: $f(x) = x^9 - x^7 + x^2 - 1000$

(ii) Evaluate the following:

a) $e^2 = \text{-----}$ b) $\ln e^3 = \text{-----}$ c) $\ln 10,000 = \text{-----}$

(iii) Convert to base “e” functions: $f(x) = (1.6)^x$

(iv) Solve $3^{x+2} = 27$

(v) In the general equation $y = mx + c$; c represents _____

(vi) The slope of a pure vertical line is _____

(vii) Differentiate between simple interest and compound interest

(viii) What is the concavity of the parabola represented by the quadratic function:

(i) $y = x^2 + 2$ (ii) $u = -10v^2 + 9$

(ix) Given $y = g(u) = (u-8)^2$, & $u = h(x) = x^2 + 7$ determine (a) $g(h(x))$

(x) Solve (a) $x^2 \ln x - 4 \ln x = 0$ (b) $\ln(x+1) - \ln x = 0.5$

Q.2. The BeeZee Corporation has purchased an equipment which is expressed by the equation:

$$V = 80,000 - 8500t$$

Where V equals the book value in Rupees and t equals the age of the machine expressed in years.

- (a) Identify the t and V intercepts.
- (b) Identify and Interpret the meaning of the intercepts and the slope.
- (c) Sketch the function

Q.3 (a) A group of technicians has developed a new equipment and estimated that the variable cost per unit is Rs.23. Fixed cost totals Rs.125,000. They estimate that the selling price per unit equals Rs.50. (a) Determine the number of units which must be sold in order to break-even on the venture (b) The marketing data indicates that approximately 20,000 units may be sold, determine the expected profit at this level of output.

Q.3 (b) Sketch the quadratic function: $f(x) = 6x^2 + x - 12$

Q.4(a) A major airline is planning to purchase new airplanes. It wants to borrow Rs 800 million by issuing bonds. The bonds are for a 10 year period with simple interest computed quarterly at a rate of 2 percent per quarter. Interest is to be paid each quarter to bondholders. How much will the airline have to pay in quarterly interest? How much interest will it pay over the 10 year period

Q.4 (b) If $A = \begin{matrix} 5 & 2 \\ 6 & 4 \end{matrix}$ **and** $B = \begin{matrix} 2 & 1 \\ 7 & 3 \end{matrix}$

Determine the following:

- i. The respective dimensions of both the matrices.
- ii. $(A+B)$ and $(B-A)$
- iii. AX and BX
- iv. Determinant of Matrix A and Matrix B

Q.5.(a) A person recently won a lottery. The terms of the lottery are that the winner will receive annual payments of Rs20, 000 at the end of this year and each of the following 3 yrs. If the winner could invest money today at the rate of 8 percent per year compounded annually what is the present value of the four payments.

Q.5.(b) The population (P) in millions of a city is estimated by the function of time (t) measured in years since year 2000. $P = 1.2 e^{0.045t}$

- (i) What is the population expected to equal in 2010
- (ii) Determine the general expression for the instantaneous rate of change in the value of P .
- (iii) What is the instantaneous rate of P at $t = 10$ and interpret it.

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION; DECEMBER 2010: AFFILIATED COLLEGES
INTRODUCTION TO BUSINESS: BA (H) – 341
BS – I

Date: December 21, 2010

Max. Marks: 60

Max Time: 3 hours

Instructions: Attempt any 5 (Five) Questions. All question carry equal Marks

- Q1 Explain the goal of Business. Identify the key stakeholders that are involved in a Business.
- Q2 What are the Key differences among a sole Proprietorship, a partnership and a corporation. Distinguish between a General Partnership and a Limited Partnership.
- Q3 Describe the steps involved in the recruiting process to screen job applications.
- Q4 Explain how promotion can benefit firms. How firms select the optimal mix of Promotions to use.
- Q5 How assets can be financed by a firm? Discuss the concept of short-term financing for short-term assets and long-term financing for long-term assets.
- Q6 Identify the key resources used for Production. Described the key tasks that are involved in Production control.

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION DECEMBER 2010, AFFILIATED COLLEGES
ISLAMIC STUDIES BA (H) – 351
BS – I

Date: January 2, 2011

Max Time: 2.5 Hrs

Max Marks: 30

Q.1. “Women is safely protected under an Islamic State”. Justify the statement by illustrating some important rights to the subject.

۱۔ اسلامی ریاست کے تحت حقوق نسواں پوری طرح محفوظ ہیں، بیان کی صراحت کرتے ہوئے عورت کے بعض اہم حقوق بتائیے

Q.2. Among the basic three religions Christianity, Judaism and Islam, the Islam can only resolve the social, Economic and Political problems of the day. Discuss!

۲۔ تینوں بنیادی مذاہب یہودیت، نصرانیت اور اسلام میں سے زمانہ امروز کے سماجی، معاشی اور سیاسی مسائل صرف اسلام ہی حل کر سکتا ہے، بحث کیجئے۔

Q.3. Discuss & Explain the main Points of Sermon of Hujjatul-Wida of the Prophet Mohammad Sal Lul Laho Alaihe Wassalum..

۳۔ نبی ﷺ کے خطبہ حجۃ الوداع کے اہم نکات بیان کرتے ہوئے ان کی وضاحت کریں۔

Q.4 Write Short Notes on any two of the following.

- i. Lawful Sources of Income
- ii. Difference between Jihad & Terrorism
- iii Rights & Duties of the head of Islamic State

۴۔ مندرجہ ذیل میں سے کسی دو پر مختصر مضمون سپرد قلم کیجئے۔

i حصول رزق حلال کے ذرائع

ii جہاد اور دہشت گردی میں فرق

iii ریاست اسلامی میں سربراہ مملکت کے حقوق و فرائض

KARACHI UNIVERSITY BUSINESS SCHOOL
 University of Karachi
FINAL EXAMINATION DECEMBER 2010: AFFILIATED COLLEGES
MICRO ECONOMICS: BA (H) – 311
BS-I

Date: December 29, 2010

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) Clearly differentiate between monopolistic competition and monopoly
 (b) Discuss the short run equilibrium of firm under perfect competition (Marginal Approach)

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

(b) For the given demand and supply equations

$$Q_d = 4000 - 500 P, Q_s = - 2000 + 1000P$$

Calculate following:

- i. Equilibrium price
- ii. Equilibrium quantity also interpret your answer.

Q.3 a) Discuss the Statement with real world example “Scarcity Implies Choices”.

b) Derive the relationship between Total revenue (TR) , Marginal Revenue (MR) & Price elasticity of Demand (ϵ_d).

Q.4 Following table gives an individual MU schedule for X & Y commodity. Suppose the price of X & Y Commodity is \$2 and Income of individual is \$20 for specific time period. (i) State the equilibrium condition for this individual (ii) Suppose the MU of Y for forth unit was 7 , what effect would this have on equilibrium?

Q	1	2	3	4	5	6	7	8	9	10	11
MU _x	16	14	11	10	9	8	7	6	5	3	1
MY _y	15	13	12	8	6	5	4	3	2	1	0

Q.5 Write short note on any three of following

- 1- Engel curve
- 2- Income consumption curve
- 3- Profit Maximization
- 4- Indifference Curve
- 5- Cross elasticity and its mathematical derivation

Q.6 Differentiate between:

- 1- ISO cost and ISO quant
- 2- Substitute and complimentary goods
- 3- Total utility and marginal utility
- 4- Command economy and Capitalist economy.

KARACHI UNIVERSITY BUSINESS SCHOOL
 University of Karachi
FINAL EXAMINATION DECEMBER 2010: AFFILIATED COLLEGES
PRINCIPLES OF ACCOUNTING BA (H) – 331
BS – I

Date: January 4, 2011

Max Time: 2.5 Hrs

Instructions: Attempt all questions. All questions carry equal marks Max Marks: 40

Q.1

The account balances appearing on the trial balance (below) were taken from the general ledger of Muslim's Copy Shop at September 30.

Additional information for the month of September which has not yet been recorded in the accounts is as follows:

- (a) A physical count of supplies indicates Rs 200 on hand at September 30.
- (b) The amount of insurance that expired in the month of September was Rs 300.
- (c) Depreciation on equipment for September was Rs 400.
- (d) Rent owed on the copy shop for the month of September was Rs 800 but will not be paid until October.

Instructions

Using the above information, complete the work sheet on the following page for Muslim's Copy Shop for the month of September.

MUSLIM'S COPY SHOP
Work Sheet
For the Month Ended September 30, 2010

Account Titles	Trial Balance	
	Debit	Credit
Cash.....	1,000	
Supplies.....	1,100	
Prepaid Insurance.....	2,200	
Equipment.....	24,000	
Accumulated Depreciation — Equipment.....		5,000
Accounts Payable.....		1,400
Notes Payable.....		4,000
Muslim, Capital.....		15,300
Muslim, Drawing.....	2,400	
Copy Revenue.....		5,400
Utilities Expense.....	<u>400</u>	<u> </u>
Totals.....	<u>31,100</u>	<u>31,100</u>

Q2

Taimoor Company purchased equipment on January 1, 2001 for Rs 90,000. It is estimated that the equipment will have a Rs 5,000 salvage value at the end of its 5-year useful life. It is also estimated that the equipment will produce 100,000 units over its 5-year life.

Instructions

1. Compute the amount of depreciation expense for the year ended December 31, 2008, using the straight-line method of depreciation.
2. If 16,000 units of product are produced in 2008 and 24,000 units are produced in 2009, what is the book value of the equipment at December 31, 2009? The company uses the units-of-activity depreciation method.
3. If the company uses the double-declining-balance method of depreciation, what is the balance of the Accumulated Depreciation—Equipment account at December 31, 2010?

Q.3

Rameez Food Store developed the following information in recording its bank statement for the month of March.

Balance per books March 31	Rs 3,622
Balance per bank statement March 31	Rs 11,400

- (1) Checks written in March but still outstanding Rs 8,000.
- (2) Checks written in February but still outstanding Rs 3,200.
- (3) Deposits of March 30 and 31 not yet recorded by bank Rs 7,200.
- (4) NSF check of customer returned by bank Rs 700.
- (5) Check No. 210 for Rs 591 was correctly issued and paid by bank but incorrectly entered in the cash payments journal as payment on account for Rs 519.
- (6) Bank service charge for March was Rs 50.
- (7) A payment on account was incorrectly entered in the cash payments journal and posted to the accounts payable subsidiary ledger for Rs 834 when Check No. 318 was correctly prepared for Rs 384. The check cleared the bank in March.
- (8) The bank collected a note receivable for the company for Rs 4,000 plus Rs 150 interest revenue.

Instructions

- Prepare a bank reconciliation at March 31.

Q.4

On October 1, 2010, Fahad Company establishes an imprest petty cash fund by issuing a check for Rs 150 to Khalil, the custodian of the petty cash fund. On October 31, 2010, Khalil submitted the following paid petty cash receipts for replenishment of the petty cash fund when there is Rs 6 cash in the fund:

Freight-in	Rs 20
Office Supplies Expense	40
Entertainment of Clients	60
Postage Expense	20

Instructions

- Prepare the journal entries required to establish the petty cash fund on October 1 and the replenishment of the fund on October 31.

Q.5

Parvez Company often requires customers to sign promissory notes for major credit purchases.

Instructions:

Journalize the following transactions for Pervez Boat Company.

- Feb. 12 Accepted a Rs 40,000, 12%, 60-day note from Laiq company for a 24-foot motorboat built to his specifications.
- April 14 Received notification from Laiq company that he was unable to honor his promissory note but that he expects to pay the amount owed in May.
- May 26 Received a check from Laiq company for the total amount owed.
- June 10 Received notification by the bank that Laiq Company's check was being returned "NSF" and that Mr. Laiq had declared personal bankruptcy.

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION DECEMBER 2010: AFFILIATED COLLEGES
BUSINESS MATHEMATICS – II BA (H) – 322
BS – II

Instructions:

1. Attempt all questions in sequence/ all questions carry equal marks.
2. Exchange of stationary items/calculators & use of Mobile Phone is strictly prohibited.

Date: Dec 22, 2010 Time: 3 Hours Max. Marks: 60

Q.1. Attempt the following:

- (i) Differentiate Continuous function and discontinuous function
- (ii) Differentiate Tangent line and secant line
- (iii) The slope of a pure horizontal line is _____
- (iv) Discuss the application of linear programming from a business perspective
- (v) Differentiate between Transportation model and assignment model

Q.2. Solve the following linear programming problem by the corner point method.

$$\begin{aligned} \text{Maximize } z &= 20x_1 + 15x_2 \\ \text{Subject to } & 3x_1 + 4x_2 \leq 60 \\ & 4x_1 + 3x_2 \leq 60 \\ & x_1 \leq 10 \\ & x_2 \leq 12 \\ & x_1, x_2 \geq 0 \end{aligned}$$

Q.3. Determine the location and values of the absolute maximum and absolute minimum for the following function and also sketch the function: $f(x) = 2x^2 - 4x + 5$ where $2 \leq x \leq 8$

Q.4(a) Integrate the following:

- i. $\int x^{-1} dx$
- ii. $\int (x^2 - 2x)^5 (x-1) dx$
- iii. $\int 2xe^x dx$
- iv. $\int (3x^2 - 10) dx$
- v. $\int \ln x dx$

Q.4(b) Determine discontinuities (if any)

- (i) $f(x) = 4x/x^3$
- (ii) $f(x) = 4x^3/2$
- (iii) $f(x) = 23.76$
- (iv) $f(x) = 2x^4 + 4x^3 + 1.5x + 12$

Q.5(a) Determine $f'(x)$ for the following:

- (i) $f(x) = (x^2 - 5)(x - x^3)$
- (ii) $f(x) = e^{2x}$
- (iii) $f(x) = \ln(5x^2 - 2x + 1)$
- (iv) $f(x) = e^x/x$
- (v) $f(x) = (10 - x)/(x^2 + 1)$

Q.5(b) A ball thrown upwards from the roof of a building which is 600 feet high will be at a height of h feet after t seconds, as described by the function: $h = f(t) = -16t^2 + 50t + 600$

- i. What is the height of the ball after 3 seconds
- ii. What is the velocity of the ball after 3 seconds
- iii. What is the acceleration of the ball at $t = 0$? At $t = 5$?

KARACHI UNIVERSITY BUSINESS SCHOOL*University of Karachi***FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES****FINANCIAL ACCOUNTING: BA (H) – 332****BS – II**

Date: December 24, 2010

Max Time: 2.5 Hrs

Max Marks: 35

Instructions: Attempt any **FIVE (5)** Questions. All questions carry equal marks**SECTION A****Q1 (a)** IAS–7 requires a Cash Flow Statement to be classified into how many activities?**Q1 (b)** Differentiate between Cash Dividend and Stock Dividend. Does Stock Dividend affect Cash Flow?**Q1 (c)** What account balances a Post–Closing Trial Balance contains?**Q2** The data given below relate to Salman Traders:On July 1, 2009

Accounts Receivable Balance.....	Rs. 185000
Allowance for Doubtful accounts (Cr. Balance)...	6500

During the year ended June 30, 2010

Credit Sales.....	320000
Cash collected from Accounts Receivable.....	296000
Sales Discount allowed.....	4000
Accounts Receivable written off.....	15000
Accounts Receivable recovered which were previously written off.....	8000

Required:

1. Set up T accounts for Accounts Receivable and Allowance for Doubtful Accounts, enter the opening balance in each of the accounts.
2. Make direct posting of the above transactions to the above two accounts. Post and balance the accounts on June 30, 2010.
3. Make provision for Allowance for Doubtful Accounts at 20% of Accounts Receivable at end; also pass the supporting adjusting entry on June 30, 2010.

Q3 Al–Farooq Co. issued 10%, 5 year 10000 Bonds of Rs. 100 at Rs. 90 each on January 1, 2009. The interest on bonds is payable annually on December 31, 2009.**Required:**

1. Give an entry to record the issue of bonds on January 1, 2009.
2. Give an entry on December 31, 2009 to record payment of interest on bonds.
3. Give an adjusting entry on December 31, 2009 to record amortization of Discount on Bonds on straight basis.

Q4 (i) IAS-7 explains what methods of cash flows presentation?

Q4 (ii) Altama Ltd.'s partial balance sheet data are as under:

	<u>December 31, 2009</u>	<u>December 31, 2010</u>
Accounts Receivable	Rs. 260,000	Rs. 255,000
Inventory	80,000	90,000
Accounts Payable	65,000	68,000

Net income for the year ended December 31, 2010 was Rs. 10,000 and Depreciation Expense for the same year was Rs. 5,000.

Required:

- Prepare a statement of cash flows for Altama Ltd. Using the Indirect Method and showing only the cash flows from Operating Activities.

Q5 The following inventory data is available for Fair deal Stores:

		<u>Quantity</u>	<u>Unit Cost</u>
Nov 1	Beginning Inventory	800	10
5	Purchased	400	12
18	Sold	500	—
22	Purchased	1000	14
30	Sold	800	—

Required:

1. Calculate Cost of Inventory and Cost of Sold on November 30 by the Moving Average Method_the Perpetual System
2. What are the disadvantages of the Moving Weighted Average Method.

Q6 Al – Hamra Co. Ltd. Completed the following transactions affecting the share holders' equity:

- a. Acquired 1000 shares of common stock / ordinary shares the treasury stock / ordinary shares' cost Rs 12500.
- b. Sold 500 shares of preferred stock / preference shares of Rs 100 par for Rs. 130 per share.
- c. Sold 500 treasury shares for Rs. 11 per share.
- d. Received a plot of land as a donation which has a fair market value of Rs. 160000.
- e. Sold 200 treasury shares for Rs. 9 per share.
- f. Declared cash on preferred stock Rs. 50000, and common stock Rs 80000.

Required:

- Prepare general journal entries to record the above transactions.

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION DECEMBER 2010: AFFILIATED COLLEGES
INFORMATION TECHNOLOGY IN BUSINESS BA (H) – 342
BS – II

Date: December 26, 2010

Max Time: 3 Hrs

Note: Attempt any five questions, all carry equal marks

Max Marks: 60

- Q-1 Give reasons, why Multimedia technology is said to be a collection of technologies. Explain the role of multimedia in to-days business?
- Q-2 Illustrate and enlist major distinctive features and limitations of LAN, MAN and WAN networks.
- Q-3 Describe the functions carried out by Database Management System (DBMS). Also explain how does data integrity is maintained by DBMS.
- Q-4 Demonstrate how Internet works, enlist the major features of Internet. How we can block e-mails by an annoying person?
- Q-5 What is Client Server Computing? State its benefits and drawbacks.
- Q-6 Write down the functionality of the following computer related terminologies:
- | | |
|--------------------------|--------------------|
| a) Telnet | b) Bandwidth |
| c) Internet Protocol(IP) | d) Data Dictionary |
- Q-7 Distinguish the key points between the following with suitable examples
- | | |
|-----------------------------|--|
| a) MPEG and JPEG | |
| b) Portal and Web site | |
| c) Excel and Word Processor | |

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KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION DECEMBER 2010: AFFILIATED COLLEGES
MACRO ECONOMICS BA (H) – 322
BS – II

Date: January 1, 2011

Max Marks: 40
Max Time: 2.5 Hrs

Section 'B'

Q1. Answer the following questions. Keep your answers brief and strictly relevant to questions. 20

1. State bank of Pakistan has taken expansionary monetary policy by declining interest rate from 13% to 12.5% show the effects of this policy on GDP, Employment, inflation and foreign sector.
2. Why are good and services counted in GDP at market price. Are there any disadvantages in using in market price to measure production?
3. Is buying an air-condition an act of consumption or investment in the GDP accounts, what about purchase of house?
4. What are the three motives for holding money according to Keynes's theory of demand?
5. Why the tax multiplier $[dY/dT = -b/1-b]$ is negative and why it is smaller in absolute value than government expenditure multiplier $[dY/dG = 1/1-b]$.
6. Assume the product improves in quality from one year to the next year and its price rises to reflect this improvement. What happens to the GDP deflator and real GDP?
7. How would an increase in a sales tax affect GDP?
8. Is domestic investment the same as investment done in Pakistan?
9. What are the factors that LM-curve shift upward and down ward?
10. Some time IS-curve shows positive or negative. Why?

Note: Attempts any two question in this section. 20

- Q2. Explain the fiscal policy and its components? When the government apply contractionary and Expansionary fiscal policy?
- Q3. What policies should be introduced by the government to eliminate the frictional and structural unemployment?
- Q4. Explain the expenditure method of calculating GNP?
- Q5. Write short note on any three of the following.
 - a. Monetary policy
 - b. Exchange rate
 - c. Saving function
 - d. Business cycle

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION DECEMBER 2010: AFFILIATED COLLEGES
PAKISTAN STUDIES BA (H) – 352
BS – II

Date: December 28, 2010

Max Time: 3hrs

Instructions: Section 'A' is compulsory:
attempt any four questions from section 'B'

Max Marks: 60

Section 'B' (Marks 40)

Q No 1. Briefly Explain the Political, Religious and social condition of India before the advent of Islam.

Q No 2. Describe the contribution of Sir Syed Ahmed Khan towards Muslim Education.

Q No 3. Examine the significance of Khilafat Movement in the Muslim Politics of the sub-continent.

Q No 4. Examine the important political events that took place from 1940 to 1947 in the history of the indo-pak sub-continent.

Q No 5. Write Short Notes on any two of the following

i. Nehru Reports

ii. Lucknow Pact

iii. Quaid-e-Azam 14 Points

حصہ 'ا' سوال نمبر ایک لازمی ہے
ہر ایت: کوٹھی سے چار سوالوں کے جواب تحریر کریں۔ حصہ 'ب' سے

حصہ 'ب' (40 نمبر)

سوال نمبر 2. اسلام کی آمد سے قبل ہندوستان کی سیاسی، مذہبی اور
سماجی حالات کو مختصراً واضح کیجئے؟

سوال نمبر 3. سکھانوں کی تعلیم کے بیٹے سر سید احمد خان کی خدمات
بیان کریں؟

سوال نمبر 4. بر صیغہ سکھانوں کی سیاست پر تحریریں فلاں
کی اہمیت کا جائزہ لیجئے؟

سوال نمبر 5. بر صیغہ ہندو پانک کی تاریخ میں 1940ء سے 1947ء
کے اہم سیاسی واقعات کا جائزہ لیجئے؟

سوال نمبر 6. مندرجہ ذیل میں سے کسی دو پر نوٹ تحریر کریں۔

- i - نیرود پوٹ
- ii - ملکنو پیلیٹ
- iii - قائد اعظم کے چودہ نکات

Date: January 4, 2011

Max Marks: 60

Instruction: Attempt all questions

Max Time: 3 Hrs

1. None of the following career objective statements is effective. Revise each statement to be satisfactory, also state what is wrong with each statement.
 - i. A progressively responsible position as a **MARKETING MANAGER** where education and ability would have valuable application and lead to advancement.
 - ii. To work with people responsibly and creatively helping them develop personal and professional skills.
 - iii. A position in international marketing which makes use of my specialization in marketing and my knowledge of foreign markets.
2. (a) What is the purpose of job application letters?
(b) Prepare a Resume that best fits the requirements of the advertisement below:

Happy Brothers Pvt. Ltd. Seeks **Administrative Assistant.**

Candidate must possess following qualities:

- Dynamic leadership strengths
- Effective communication skills.
- Ability to handle multiple tasks

Candidate must have:

- A degree in business or equivalent.

Preference will be Given to Candidates Having:

- Experience
- Proficient in MS Word & Excel, PowerPoint.

You may Assume necessary Information required to complete the Resume.

3. (a) Why is it a good idea to write the prefatory part of the report after you have completed writing the entire report?
(b) Kamran Steels is facing a problem of high turnover of labor in the production. Draft a Memo Report for the Production Manager, informing regarding the nature of the problem and also give feasible and suitable solutions for the same.
You may assume necessary information
4. Your organization has been using the services of Direct Mail a courier service provider for the past six years. Recently you had them handle a very important document which was supposed to reach USA for a tender opening on the 15th of December 2010. Due to some problem at Direct Mail your organization failed to meet the dead line.

Required:

- i. Draft a letter claiming damages that includes the approximate profit your organization could have earned if they had won the tender.
- ii. Draft a letter from the perspective of Direct Mail declining the claim.

You may assume necessary information.

KARACHI UNIVERSITY BUSINESS SCHOOL
 University of Karachi
FINAL EXAMINATION DECEMBER 2010: AFFILIATED COLLEGES
BUSINESS STATISTICS: BA (H) – 451
BS – III

Date: December 31, 2010
 Instruction: Attempt ALL questions.

Max Time: 3 Hrs
 Max Marks: 60

Q.1(a) In an experiment to measure the stiffness of a spring, the length of the spring under different loads was measured as follows:

Loads (lbs)	3	5	6	9	10	12	15	20	22	28
Lengths (inches)	10	12	15	18	20	22	27	30	32	34

Find the regression equations appropriate for predicting

- (i) the length, given the weight on the spring;
- (ii) the weight, given the length of the spring.

(b) Find Q_1 , Q_2 and Q_3 for the following data :

4, 4, 6, 5, 9, 8, 14, 12, 21, 18, 29

Q.2 (a) Compute (i) Laspeyres' (ii) Paasche's (iii) Fisher's Ideal quantity Index numbers from the following data :

Commodity	Quantity			Price		
	2007	2008	2009	2007	2008	2009
A	200	350	350	15	16	20
B	100	220	340	18	20	35
C	30	45	50	100	120	150

(b) Goals scored by two teams A and B in a hockey season were as follows:

No. of goals scored in a match (x_i)	No. of matches	
	A	B
0	27	17
1	9	9
2	8	6
3	5	5
4	4	3

By calculating the coefficient of variation in each case, find which team may be considered more consistent.

Q.3 (a) The random variable X, representing the number of defective missiles when 3 missiles are fired, has the following probability distribution:

x	0	1	2	3
P(X=x)	0.51	0.38	0.10	0.01

Calculate σ^2 .

(b) How many distinct permutations can be made from the letters of the word "business"?

Cont.....

(c) Find quartile deviation and its coefficient from the following data :-

C.I	0 - 4	5 - 9	10 - 14
F	13	10	12

Q.4 (a) From a group of 4 boys and 5 girls, how many committees of size 3 are possible

- (i) with no restrictions?
- (ii) with 1 boy and 2 girls?
- (iii) with 2 boys and 1 girl if a certain boy must be in the committee?

(b) In a fuse box there are total 20 fuses, of which 5 are defective. If 2 fuses are chosen at random and removed from the box in succession without replacing the first, what is the probability that both fuses are defective?

(c) Life of the 50 car batteries in weeks are given below :

Life in weeks	16-20	21-25	26-30	31-35	36-40	41-45	46-50
No of batteries	4	6	8	14	8	6	4

- (i) Compute mean, median and mode .
- (ii) Are the averages equal? Why?

Q.5 (a) Calculate the coefficient of correlation for the following data:

X	5	12	14	16	18	21	22	23	25
Y	11	16	15	20	17	19	25	24	21

(b) The number of children per family of 50 families is grouped in the following frequency distribution table:

No.of children	0	1	2	3	4	5
No.of families	4	m	n	8	4	2

If the mean of the distribution is 2, find the value of m and n.

Q.6 (a) An electrical company manufactures energy savers that have a length of life that is normally distributed with mean equal to 800 hrs and a standard deviation of 40 hrs. Find the probability that a energy saver burns between 778 and 834 hrs.

(b) For the following frequency distribution , calculate standard deviation by using

- (i) Direct Method
- (ii) Proper mean Method.

C.I.	65-84	85-104	105-124	125-144	145-164	165-184	185-204
f	9	10	17	10	5	4	5

(c) Compute harmonic mean for the observations given below :-

X : 10, 20, 40, 50, 80.

(d) Calculate geometric mean for the following data :

X :13, 10, 12, 14, 11, 15.

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION DECEMBER 2010; AFFILIATED COLLEGES
HUMAN BEHAVIOUR BA (H) – 411
BS – III

Date: December 23, 2010

Max Time: 2.5 Hrs

Max Marks: 30

SECTION B

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

1. Differentiate between Prejudice and Discrimination. Discuss the origins of prejudice.
2. How does stress lead to poor health? Explain in detail.
3. What are the different theories of Emotion? Briefly discuss.
4. Discuss in detail the Psychoanalytic Approach of Personality.
5. Write short note on any two of the following:
 - a. Motivation
 - b. Types of Memory
 - c. Intelligence assessment
 - d. Obedience

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION DECEMBER 2010; AFFILIATED COLLEGES
LOGIC BA (H) – 421
BS–III

Date: December 29, 2010

Max Marks: 60

Instruction: Attempt any SIX (6) questions

Max Time: 3 Hrs

- 1- What are the essentials of categorical syllogism? Discuss with example.
- 2- What is the purpose of definition? Also differentiate between stipulative and lexical definition?
- 3- Differentiate between “Informal” and “formal fallacies” what do you understand by the fallacies of equivocation and appeal to inappropriate authority. Explain with examples.
- 4- Define the following with examples.
 - a) Induction
 - b) Illicit major
 - c) Undistributed middle
 - d) Truth & Validity
- 5- What are the basic language functions? Explain with examples.
- 6- Define logic. What benefits are to be achieved from the study of logic?
- 7- What is the importance of argument in logic? Also differentiate between argument and explanation.
- 8- Workout the traditional square of opposition in detail with the help of diagram.

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
MONEY AND BANKING: BA (H) – 431
BS – III

Date: December 21, 2010

Instructions: Attempt any Three (3) Questions

Max: Marks: 30

Max Time: 2.5 Hrs

Q2.

(a). Define money and capital market.

Marks (04)

(b). Briefly discuss financial instrument of capital and money market any (four) or each.

Marks (06)

Q3. Differentiate the following:

(02 Marks each)

1. Rules v/s discretion.
2. Primary v/s secondary market.
3. fixed v/s floating exchange rate.
4. promissory note v/s letters credit.
5. commercial bank v/s central bank.

Q4. How can be circulation of money measured, discuss the components of M1, M2, M3.

Q5. (a). what is credit control ? Discuss the methods of it.

Marks(08)

(b). who controls the credit in Pakistan?

Marks(02)

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION DECEMBER 2010: AFFILIATED COLLEGES
PRINCIPLES OF MANAGEMENT BA (H) – 461
BS – III

Date: January 2, 2010

Max Time: 2 ½ Hrs
Max Marks: 40

1. GIVE 3 TO 5 LINE ANSWER TO THE FOLLOWING QUESTIONS. (10)

Keep your answer strictly relevant to the question. Do not do garbage writing as you will not be marked on how much you have written but strictly on how strongly you support your views.

- i. Why is it important to use participation in setting goals?
- ii. What caution should managers exercise when they use the gangplank Fayol described?
- iii. Define motivation and explain why managers must understand it.
- iv. Is matrix organization an example of a structural change? Explain.
- v. Under what conditions are decision trees usually used as decision-making tools?

2. ANSWER THE FOLLOWING QUESTIONS (30)

- i. Pen down several potential problems with goal setting. Discuss how two of these problems might apply in an organization with which you are familiar. What steps you might take to avoid such problem?
- ii. Explain the hierarchy of needs theory. Assume that you are the manager of a large fast-food outlet. How could this theory help you motivate the various individual who work for you?
- iii. Differentiate between the functional and divisional types of departmentalization; also highlight their advantages and disadvantages. Give your particular career interest, develop a list of pros and cons for
 - (a) working in a company organized by function
 - (b) working with a company organized by product.

FINAL EXAMINATION DECEMBER 2010; AFFILIATED COLLEGES
BUSINESS COMMUNICATION – II BA (H) – 422
BS – IV

Date: December 22, 2010

Max Time: 110 Mins

Instructions: Attempt all questions

Max Marks: 30

1. **Do As Directed**

- a. Make a short (three – five minutes) presentation, with three to eight slides, on one of the following Topics:
- i. Explain what you have learned in classes, in campus activities, that will be useful to the employer who will hire you after graduation.
 - ii. Describe a specific situation in you college in which communication was handled well or badly.

Guidelines:

- You may assume necessary information
 - Do not draw graphics, just write down the text that you would use in your slides.
 - Make ONE slide on Each Page.
 - Do not use colors or fancy font styles. Keep your slides very simple
 - You will not be given any extra marks on the beatification of the slides.
 - You will strictly be marked on how relevant your slides are to the topic.
- b. Highlight the importance of nonverbal communication in presentations and speeches. Support your answer with relevant examples.
- c. Introduce yourself to a small group of other students. Identify three of your strengths that might interest an employer. These can be experience, knowledge, or personality traits.
- d. Suppose that your business had a product, service or a program targeted for each of the following audiences. What would be the best channel(s) to reach people in that group in your city? Also explain what make(s) the channel the best?
- i. Teenagers who do the family grocery shopping.
 - ii. University Students.
- e. Explain how do the following impact nonverbal communication?
- i. feelings
 - ii. visual
- f. Some speakers may prefer responding to questions throughout a speech or presentation while others may prefer to have the question and answer session at the end; which approach would you prefer? Why?

Date: January 1, 2011

Max Marks: 40

Max Time 2.5 Hours

Instructions: Attempt any Five (5) questions. Each Question carries equal marks.

SECTION A

- Q.No.1 What are the essential of valid contract? Can a contract for the benefit of minor be made under the Contract Act 1872?
- Q.No.2 Give a definition of agency. What conditions must be satisfied for principal to ratify a contract? What are the effects of ratification?
- Q.No.3 What is a contract of sale of goods? Discuss essential characteristics of contract of sale of goods. Also state the rights of the unpaid seller.
- Q.No.4 Define partnership. What are its advantages and disadvantages under the Partnership Act 1932? Under which circumstances a partnership can be dissolved?
- Q.No.5 Define arbitrator, award, settlement, conciliator, employer, establishment, industrial dispute, workman and industrial settlement under Industrial Relations Ordinance 2008?
- Q.No.6 What do you understand by word unfair labor practice? Also describe in detail the nature of unfair labor practice on the part of employer and on the part of workmen under the Industrial Relations Ordinance 2008?
- Q.No.7 Define factory and occupier? Briefly state the provisions of Factories Act with regard to the working hours, inspecting staff, health, safety and welfare.

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION DECEMBER 2010: AFFILIATED COLLEGES
ORGANIZATIONAL BEHAVIOR BA (H) – 442
BS – IV

Date: December 30, 2010

Max Time: 150 minutes

Max Marks: 40

Answer the Following Questions

- 1 (a) Are stereotypes ever functional for the perceiver? Why or why not?
(b) How can managers avoid making the fundamental attribution error?

- 2 (a) Why might a person with a very high level of motivation perform poorly while a person with a very low level of motivation be a top performer?
(b) How can hygiene factors and motivators influence job satisfaction and performance?

- 3 (a) How could a professor use equity, and goal-setting theories to motivate students?
(b) What are the four major dimensions of the Myers-Briggs Type Indicator (MBTI) that yield the 16 types? How can the MBTI be used effectively?

- 4 (a) What is your personal experience with high and low self-esteem people?
(b) How is someone you know with low self-efficacy, relative to a specified task. “programming themselves for failure?” What could be done to help that individual develop high self-efficacy?

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION DECEMBER 2010; AFFILIATED COLLEGES
PRINCIPLES OF MARKETING BA (H) – 462
BS – IV

Date: December 24, 2010

Max Time: 3 Hrs

Max Marks: 60

Note: Attempt five in all, **Q7 is compulsory**

1. A. Identify the major variables that might be used in segmenting consumer markets. (6)
B. Explain the relationship between elements that constitute the marketing concept. (6)
2. A. Identify the differences among marketing, sales and advertizing (3)
B. Illustrate marketing research process (4)
C. How market analysts and researchers interpret data for consumption? (5)
3. A. What is the difference between brand equity and brand value? (4)
B. Describe why brand equity is important to the seller (4)
C. How we classifies the consumer products (4)
4. A. List *internal* and *external* factors affecting pricing decision. (4)
B. Point out various factors affecting consumer behavior? (4)
C. How target market selection is done? (4)
5. A. Explain certain types of competition faced by a company. (4)
B. What marketing strategies or program would you recommend to meet each type? (6)
C. How direct marketing differ from personal selling (2)
6. A. How would you go about investigating the feasibility of opening a canteen in your campus? (6)
B. Corruption comes in many forms. One of the most common in business is bribery. Are there any conditions in which bribery to obtain and / or to retain business would be ethical? (6)
7. Define any six. (12)
 - A. Buzz marketing
 - B. Non personal communication channel
 - C. Push promotion strategy
 - D. Marketing Intermediaries
 - E. Dumping
 - F. Value chain
 - G. Pilot study
 - H. Product line
 - I. Micro environment
 - J. Retailer

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
STATISTICAL INFERENCE: BA (H) – 432
BS – IV

Date: December 26, 2010

Max. Marks: 60

INSTRUCTION: Attempt all questions

Max. Time: 3 hrs.

1. The waiting time for takeoff in minutes for departing aircrafts at Chicago International Air port are assumed to be normally distributed with a mean of 25 minutes and a standard deviation of 12 minutes.
 - a) What is the probability that the plane you are boarding will take
 - i) At least 35 minutes
 - ii) At most 18 minutes
 - iii) Between 15 to 30 minutes.

[06]
 - b) What is the maximum waiting time of the 12 percent lowest waiting planes. [03]
 - c) What is the minimum waiting time of the 15 percent highest waiting planes. [03]

2. In every 25 street crimes only 4 culprits are apprehended by the law enforcing agencies in Karachi, whereas in every 25 street crimes 5 culprits are apprehended by the law enforcing agencies in Lahore. For a sample of 1000 crimes each in Karachi and Lahore
 - a) Test at 5% whether the apprehension rate (proportion) in Karachi falls short of that in Lahore. [06]
 - b) Construct 5% confidence interval for the difference in the proportion of apprehension at the two places. [06]

3. In a sample of 25 liter pouch of edible oil by Eva the quantity of oil found to be 1.04 k.g., on the average with a standard deviation of 0.12 k.g. In another sample of 16 pouch by Dalda, the quantity of oil found to be 0.96 k.g., on the average with a standard deviation of 0.09 k.g.,
 - a) Test at 2% whether the variances for the two brands are equal. [06]
 - b) As a consequence of the result obtain in a, above, test at 2% whether the average weight for the two brands differ significantly. [06]

Cont'd_____

Page_____2

4. a) i) Explain the procedure of stratified random sampling, to what type of population it is generally applicable. [03]
 ii) Distinguish between type-I and type-II errors, which one of these is relatively more severe and therefore needed to be minimized. [03]

b) A survey of 500 heart patients revealed the following information regarding smoking habit and the level of blood pressure. Test whether there exist any dependency between smoking habit and blood pressure at 1% level of significance. [06]

	<u>Non-Smoker</u>	<u>Moderate Smoker</u>	<u>Chain Smoker</u>
High B.P	35	65	130
Norm. B.P	45	80	83
Low B.P	25	15	22

5. The number of police officers (X) assigned to preventive petrol are believed to be associated to the number of serious crimes (Y). For a small town the past eight years data is given as under.

X: 12 13 15 17 20 21 26 28
 Y: 162 154 138 130 127 121 114 112

- a) Obtain the regression equation of Y on X and predict the number of crimes when [06]
 i) no officer is assigned to preventive petrol.
 ii) 30 officers are assigned to preventive petrol.
 b) Obtain the regression equation of X on Y and predict the number of officers required to eliminate crimes completely. [04]
 c) Determine r^2 and interpret. [02]

G O O D L U C K

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
Computer application to business: BA (H) – 561
(e-commerce)
BS – V

Date: January 18, 2011

Max Time: 3 Hrs

Instructions: Attempt any 4 questions

Max Marks: 60

Question 1: **(5+5+5=15 marks)**

- a. What are the advantages and disadvantages of e-Market?
- b. Identify different B2B marketplaces and give example of each of them. Also describe the characteristics of B2B marketplaces.
- c. What are horizontal and vertical market places?

Question 2: **(5+5+5=15 marks)**

- a. How Supply Chain Management Systems coordinate planning, production and logistics with suppliers?
- b. Evaluate the role of m-commerce in business. Also describe TWO applications.
- c. In information technology context, discuss challenges faced by business applications.

Question 3: **(3+3+3+3+3=15 marks)**

Compare and Contrast the following:

- a. Global Marketing and Regional Marketing
- b. Electronic Distributor and Electronic Broker
- c. Direct Marketing and Indirect Marketing
- d. P2P Systems and S2S Systems
- e. Supplier Oriented Market Place and Buyer Oriented Market Place

Question 4: **(6+5+4=15 marks)**

- a. What is the concept of ERP? What role does ERP systems and their Extension play to inter-enterprise Commerce?
- b. What is meant by protocol? Discuss the roles of HTTP, FTP, and SMTP in business application.
- c. When would you use product-based marketing strategy? Explain using an example.

Question 5: **(7.5+7.5=15 marks)**

Write a note on any TWO of the following:

- a. Business process Re-engineering
- b. Limitation, issues, problems and their remedies in E-Commerce
- c. Virtual Corporations

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
COMMUNITY DEVELOPMENT: BA (H) – 531
BS – V

Date: January 12, 2011

Max Time: 3 Hrs

Instructions: Attempt any 4 questions

Max Marks: 60

- 1 (a)** Define Sociology. **5**
- (b)** Highlight the relationship of Sociology with social sciences. **10**
- 2 (a)** What do you understand by the term culture? Also explain the characteristics of culture. **7**
- (b)** What functional role does culture play in the development of a society? **8**
- 3** Pen down the role of social institutions in society, also explain different kinds of social institutions that exist for the development of society. **15**
- 4 (a)** Elaborate the term personality and culture. **6**
- (b)** What impact does personality have in understanding of different culture and its problem? **9**
- 5 (a)** Define Community and distinguish between Rural and Urban Community. **7**
- (b)** What functional role does individual, group and culture play in society. **8**

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION DECEMBER 2010; AFFILIATED COLLEGES
COST ACCOUNTING BA (H) – 511
BS – V

Date: January 8, 2011

Max Time: 2.5 Hrs

Instruction Attempt any 5 questions

Max Marks: 35

Q1. The manufacturing account of the safe lock manufacturing company was made up of the following accounts:

Factory overhead (actual)	Rs 45000
Indirect Labor	25000
Direct Labor	40000
Indirect Materials	10000
Direct Materials	45000
Raw Materials Inventory_beginning	10250
Raw Materials Inventory_ending	20000
Purchases of raw materials	64750

Required:

- a. Prepare entries to close the above individual accounts
- b. What is the balance remaining in the manufacturing account and what does this balance represent?
- c. How is the manufacturing account closed?

Q2. The Pak Plastic Co. maintains a general ledger and a factory ledger. The following transactions occurred during January:

- Jan 1 Purchased Materials on account for Rs 10000 for use in the factory and supplies for Rs 2500 for use in the home office.
- 8 Placed Rs 7500 of direct materials in process.
- 15 Factory and home office payroll (prepared and paid).

Factory Payroll:

Direct labor	Rs 2500
Indirect labor	1500
Office payroll	1000

- Jan 19 Paid factory rent Rs 600 for January
- 31 Recorded depreciation on factory equipment of Rs 175
- 31 Recorded finished goods of Rs 5000

Required:

- Record the proceeding transactions in the general ledger and factory ledger.

Q3. The Swift Manufacturing Co. manufactures a product in two departments. The following data relates to production for March:

<u>Cost added by Department – A:</u>	
Materials	Rs 31200
Labor	361200
Factory overhead	<u>34572</u>
Work-in Process Inventory Ending	14952

<u>Cost added by Department – B:</u>	
Cost from Department – A	?
Cost added:	
Labor	Rs 35700
Factory overhead	<u>31920</u>
Work-in Process Inventory Ending	14560

Required:

- Prepare all the necessary general journal entries for Department – A and Department – B including entries for the cost of production transferred in from Department – A to Department – B, and the cost of finished goods.

Q4. Assume the following information for the Alfa Company:

Factory overhead	Rs 425,000
Units of Production	Rs 500,000
Direct Materials Cost	Rs 1,000,000
Direct Labor Cost	Rs 150,000
Direct Labor hours	Rs 250,000
Machine Hours	Rs 1,100,000

Required:

Compute the FOR for the Alfa Co. under the following bases:

- | | |
|--------------------------|-----------------------|
| a. Units of production | d. Direct labor hours |
| b. Direct materials cost | e. Machine hours |
| c. Direct labor cost | |

Q5. The Communication Manufacturing Co. provides the following cost information for the year ended December 31, 2010:

- Materials put into production Rs 120000, of which Rs 80000 was considered direct materials
- Factory labor costs for the year: Rs 90000, of which Rs 25000 was for indirect labor
- Factory overhead costs for utilities; Rs 40000.
- Beginning and ending work-in-process inventories: 0
- Selling, general and administrative expense: Rs 60000
- Units of product completed during the year: 10000

Required: Compute the following:

- | | |
|-------------------------------|-------------------------|
| a. Cost of goods manufactured | e. Product costs |
| b. Total cost of operation | f. Period costs |
| c. Prime costs | g. Unit cost of product |
| d. Conversion costs | |

- Q6.** The ABC Co. recently adopted an incentive plan. Factory workers are paid Rs 8 per unit with a guaranteed minimum wage of Rs 2000 per week. Following is a report on the employees' productivity for the week ended December 31, 2010. All employees had worked the full 40-hour week.

WEEKLY SUMMARY

<u>Name</u>	<u>Units Produced</u>
Mehtab	240
Jamshed	275
Haroon	250
Atif	285
Kaleem	225
Viqar	265
Total	1540

Required

- a. Compute each employee's total wages.
- b. Prepare a schedule showing employee's name, units produced, piece rate, piecework earnings, below minimum, total earnings.
- c. Give an entry in general journal debiting work-in-process account and factory overhead account and crediting cash account by appropriate amounts.

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, JANUARY 2011: AFFILIATED COLLEGES
ECONOMY OF PAKISTAN: BBA (H) – 541
BS–V

Date: January 14, 2011

Max Time: 3 Hrs

Attempt any five questions. All question carry equal marks.

Max Marks: 60

Q-1) What is the difference between Economic Growth and Economic Development. Give atleast two examples of each.

Q-2) What is the role of Foreign Direct Investment in the Economic Development of Pakistan.

Q-3) What are the tools of Monetary Policy? Discuss.

Q-4) Critically examine the rapid spread of water borne diseases in the province of Sindh. Suggest some guidelines for remedial action.

Q-5) Why Education is important for Economic Growth, Poverty Reduction and Eradication of Income equalities? Discuss.

Q-6) Is the present irrigation system sufficient for the growing demands of agricultural sector of the economy? If not, then what measures do you suggest for improvement in this regards.

Q-7) Write short notes on any two of the following:

- 1. Thermal Power Resources**
- 2. Consequences of inflation in Pakistan**
- 3. Major Cash Crops of Pakistan**

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION OF AFFILIATED COLLEGES
ENVIROMENTAL STUDIES BA(H)-521
BS-V

Instruction: Attempt all questions

Max Marks:60
Max Time:3 Hrs

Q1: Define the following terms.

(5 Marks)

a) Biomes b) Habitat c) Troposphere d) Ecology e) Productivity

Q2: Enlist differences (atleast 2) between the following:

(10 Marks)

- a) Aquatic and Marine environment
- b) Land Ecosystem and water ecosystem
- c) Specie Preservation and specie conservation
- d) Lithosphere and Biosphere
- e) Community and population

Q3: Identify two different forms of global pollution and describe how each may harm the local environment? (05 Marks)

Q4: Define Biomes and its types? (05 Marks)

Q5: a) Discuss global environmental conflicts? (05 Marks)

b) What are the causes of global environmental crises? (05 Marks)

Q6: a) How are natural resources depleted and why is the depletion of resource a global concern? (05 Marks)

b) What is the impact of human activity on the natural environment?
(05 Marks)

Q7: Explain in detail the characteristics of stratosphere? (05 Marks)

Q8: Describe how nutrients are recycled in an ecosystem? (05 Marks)

Q9: Define Biodiversity? Where on land it is greatest? why is biodiversity reduced by clearance of natural vegetation for farming? (05 Marks)

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, DEC 2010: AFFILIATED COLLEGES
FINANCIAL MANAGEMENT: BA (H) – 551

BS-V

Date: 16 Jan 2011
 Time Allowed: 3 Hours

Max Marks: 60

Instruction: Attempt any five questions.

Q# 1: a- The Patrick Company's cost of equity is 16%. Its before-tax cost of debt is 13%, and its average tax rate is 40%. The stock sells at book value. Using the following balance sheet.

Assts		Liabilities and Equity	
Cash	\$120		
Accounts Receivable	240		
Inventories	360	Long-term debt	\$1152
Plant and equipment	2160	Equity	1728
Total Assets	2880	Total Liabilities and equity	2880

Required: Calculate Patrick's after-tax weighted average cost of capital. (4)

b- The Heuser Company's financial plan for the next year include the sale of long-term bonds with a 10% coupon. The company believes it can sell the bonds at a price that will provide a yield to maturity of 12 percent. If its tax rate 35%, what is Heuser's after-tax cost of debt? (4)

c- Trivoli Industries plan to issue some \$100 par preferred stock with an 11% dividend. The stock is selling on the market for \$97.00 and Trivoli must pay flotation cost 5% of the market price. What is the cost of preferred stock for Trivoli? (4)

Q# 2: Sharp Products Company is considering two mutually exclusive investments. The projects' expected net cash flows are as follows: (12)

Year	Expected Net Cash Flows	
	Project – A	Project – B
0	(\$300)	(\$405)
1	(387)	134
2	(193)	134
3	(100)	134
4	600	134
5	600	134
6	850	134
7	(180)	0

Compute each project's IRR?

Q# 3: Find the **(A) Future Value** and **(B) Present Value** of the following annuities. (1.5) each

- a) \$400 per year for 10 year at 10%
 - b) \$200 per year for 5 year at 5%
- i. Assume first payment is these annuities in made at end of the each year.
 - ii. Assume first payment is these annuities in made at beginning of the year.

Q# 4: a- Define Relaxed current asset investment policy, Restricted current asset investment policy and Moderate current asset investment policy. (3)

b- The Zocco Corporation has an inventory conversion period of 75 days, a receivable collection period of 38 days, and a payable deferral period of 30 days.

i. What is the length of the firm's cash conversion cycle? (3)

ii. If Zocco's annual sales are \$3375000 and all sales are on credit, what is the firm's investment in accounts receivable? (3)

iii. How many times per year does Zocco turn over its inventory? (3)

Q# 5:a- The Wei Corporation expects next year's net income to be \$15 million. The firm's debt ratio is currently 40%, Wei has \$12 million of profitable investment opportunities, and it wishes to maintain its existing debt ratio. According to the residual dividend policy, how large should Wei's dividend pay-out ratio be next year? (08)

b- After a 5 for 1 stock split, the Strasburg Company paid a dividend of \$0.75 per new share which represents a 9% increase over last year's pre-split dividend. What was last year's dividend per share? (04)

Q# 6: Differentiate the following.

1. Pay-back vs Discounted pay- back period.
2. Primary vs Secondary market.
3. Organized vs over the counter market.
4. Money market vs capital market.
5. Principal component vs interest component in an amortization schedule.
6. Real rate vs Money/Nominal rate

End of Paper

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, JANUARY - 2011: AFFILIATED COLLEGES
BUSINESS RESEARCH METHODS: BA (H) – 542
BS – VI

Date: January 11, 2011

Maximum Time: 3 Hours

Instructions: Attempt ALL questions

Maximum Marks: 60

Q1. Describe the procedure for hypothesis testing. Support your answer by giving an example using Z-test with a free hand sketch.

Q.2

- a) Briefly define the stages in selection of a sample.
- b) Suppose a researcher believes a simple random sample will show that 60 percent of the respondents recognize the mission and vision of the corporation. The researcher wishes to estimate with 95 percent confidence ($Z_{c.i.} = 1.96$) that the allowance for sampling error is not greater than 3.5 percentage points. Calculate the sample size.

Q.3. State and define the considerations made, in preparing questionnaire, to prevent common mistakes

Q.4. You are invited by a car manufacturing company to develop a proposal to ascertain market position of its product. Prepare a **BRIEF** proposal considering the sequence and sections required for it. Make appropriate assumptions in preparing the required document.

Q.5. Define Focus Group Interview. What are its advantages? What preparations are made before holding a Focus Group Interview?

OR

Define Projective Technique and its types for carrying out Pilot studies.

Q.6. What are the advantages and disadvantages of secondary data? Identify and define the general sources of secondary data.

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
ENTREPRENEURSHIP: BA (H) – 512
BS – VI

Date: January 5, 2011

Max Time: 3 Hrs
Max Marks: 60

ANSWER ALL QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS.

1. What factors should entrepreneurs keep in mind as they decide what form of ownership is best suited for their business?
2. Why is it important for an entrepreneur to understand and focus on effective cash flow management? Explain and differentiate the three types of capital small businesses require: fixed, working and growth.
3. What are business strategies? Explain the importance of strategy formulation, implementation and evaluation.
4. How can developing a business plan benefit an entrepreneur, who is about to launch a business? Draw a skeleton of a business plan showing the major heads. (Only list the major heads do not explain them.)
5. How does entrepreneur design an effective customer strategy also highlight its importance?
6. Keeping in mind the political, social and technological trend and condition of Pakistan what may be the major sources of entrepreneurial opportunities here? To what extent and how can the entrepreneurs of Pakistan take advantage of internet for their business growth?

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
HUMAN RESOURCE MANAGEMENT BA (H) – 552
BS – VI

Date: January 13, 2011

Max Time: 2.5 Hrs

Attempt all questions. All Questions Carry equal marks.

Max Marks: 40

- 1.a. Job analysis is often referred as the “cornerstone” of HRM. Do you agree? Why?
- b. What role do job description and job specification play in an effective recruitment program?

- 2.a. What impact does performance appraisal have on other human resource management activities?
- b. How does learning objectives affect the evaluation of the effectiveness of a training program?

- 3.a. How does realistic job previews help in reducing turnover among recently hired employees?
- b. Why should replacement chart and replacement summaries be kept confidential?

- 4.a. Discuss the causes that lead towards Human Resource Demand.
- b. Highlight the elements of Job Design.

- 5.a. Explain the different steps involved in the selection process.

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, DEC 2010: AFFILIATED COLLEGES
MANAGERIAL ACCOUNTING: BA (H) – 562
BS-VI

Date: 15 Jan 2011
Time Allowed: 3 Hours

Max Marks: 60

Instruction: Attempt ALL questions.

Q # 1: Speedy Parcel Service operates a fleet of delivery trucks in a large metropolitan area. A careful study by the company's cost analyst has determined that if a truck is driven 120000 miles during a year, the average operating cost is 11.6 cent per mile. If a truck is driven only 80000 miles during a year, the average operating cost increases to 13.6 cent per mile.

Required:

1. Using the high-low method, estimate the variable and fixed cost elements of the annual cost of truck operations.
2. Express the variable and fixed cost in the form $Y = a + b X$.
3. If a truck were driven 100000 miles during a year, what total cost would you expect to be incurred?

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 \$360000 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 dollar?
 - b) What sales level is required to earn an annual profit of \$90000?
 - 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: Maxwell Company manufactures and sells a single product. The following costs were incurred during the company's first year of operations:

	Variable Cost per units	Fixed Cost per year
Direct Material	\$18	---
Direct labour	7	---
Manufacturing overhead	2	\$160000
Selling and administrative	5	\$ 110000

During the year, the company produced 20000 units and sold 16000 units. The selling price of the company's product is \$50 per unit.

Required:

Assume that the company uses the **Absorption Costing** and **Variable Costing**.

1. Compute the unit product cost.
2. Prepare an income statement for the year.

Q # 4: Hollowell Audio, Inc. manufactures military-specification compact discs. The company uses standards to control its costs. The labour standards that have been set for one disc are as follows:

Standard Hours	Standard Rate per Hour	Standard Cost
24 minutes	\$6	\$2.4

During July, 8500 hours of direct labour time were recorded to make 20000 discs? The direct labour cost totalled \$49300 for the month.

Required:

1. What direct labour cost should have been incurred to make the 20000 discs? By how much does this differ from the cost that was incurred?
2. Break down the difference in cost from (1) above into a labour rate variance and a labour efficiency variance.
3. The budgeted variable manufacturing overhead rate is \$4 per direct labour-hour. During July, the company incurred \$39100 in variable manufacturing overhead cost. Compute the variable overhead spending and efficiency variance for the month.

Q # 5: Climate-Control, Inc. manufactures a variety of heating and air-conditioning units. The company is currently manufacturing all of its own component parts. An out-side supplier has offered to sell a thermostat to Climate-Control for \$20 per unit. To evaluate this offer, Climate-Control Inc. has gathered the following information relating to its own cost of production the thermostat internally:

	Per Unit	15000 Units per year
Direct Materials	\$6	\$90000
Direct Labour	8	120000
Variable manufacturing overhead	1	15000
Fixed manufacturing overhead, tracable	5*	75000
Fixed manufacturing overhead, common, but allocated	10	150000

*40% supervisory salaries; 60% depreciation of special equipment (no resale value).

Required:

1. Assuming that the company has no alternative use for the facilities now being used to produce the thermostat, should the outside supplier's offer be accepted? Show all computations.
2. Suppose that if the thermostats were purchased, Climate-Control, Inc. could use the freed capacity to launch a new product. The segment margin of the new product would be \$65000 per year. Should Climate-Control, Inc. accept the offer to buy the thermostats from the outside supplier for \$20 each? Show computations.

Q # 6: The cost formula for Swan Company's manufacturing overhead costs are given below. The costs cover a range of 8000 to 10000 machine-hours.

Overhead Costs	Cost Formula
Supplies	\$0.20 per machine-hour
Indirect labour	\$10000 plus \$0.25 per machine hour
Utilities	\$0.15 per machine-hour
Maintenance	\$7000 plus \$0.10 per machine-hour
Depreciation	\$8000

Required:

Prepare a flexible budget in increments of 1000 machine-hours, Include all costs in your flexible budget.

End of Paper

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
MARKETING MANAGEMENT BA (H) – 532
BS – VI

Date: January 9, 2011

Max Time: 2.5 Hrs

Instruction: Attempt any 5 questions

Max Marks: 40

Q.2. A. What is a BCG matrix; define its four types of SBUs

B. Give at least 3 examples of current brands in the market for each group

Q.3 A. Define and explain target marketing.

B. What is positioning? Give an example of a positioning statement of any brand

Q.4 A. How important is retaining customers?

B. How will you ensure the delivery of customer value and satisfaction? Discuss briefly the factors involved

Q.5 A. Define communication. What are the steps in the process of communication?

B. Discuss briefly the elements of promotional mix

Q.6 A. Discuss the steps involved in the buying decision process

B. What are the factors affecting buying behavior?

Q.7 Write short notes on any three:

- 1) Pricing strategy
- 2) Marketing intelligence
- 3) Branding
- 4) Service Marketing

BEST OF LUCK

KARACHI UNIVERSITY BUSINESS SCHOOL
 University of Karachi
FINAL EXAMINATION DECEMBER 2010: AFFILIATED COLLEGES
PRODUCTION AND OPERATIONS MANAGEMENT BA (H) – 522
BS – VI

Date: January 7, 2011

Max. Marks: 60

Instruction: Attempt any 7 questions

Max. Time: 3 Hours

1. What is the difference between operation management and operation research.
2. Define operation strategy and discuss the major competitive dimensions that form the competitive position of a firm.
3. Describe how the different control charts are applied in project management (illustrate using diagrams).
4. Draw the critical path diagram for a project that has been defined to contain the following list of activities along with their required times for completion.

Activity	Time (days)	Immediate Predecessors
A	1	-
B	4	A
C	3	A
D	7	A
E	6	B
F	2	C,D
G	7	E,F
H	9	D
I	4	G,H

5. Define the following terms:
 - i. Job enrichment
 - ii. Job shop
 - iii. Work breakdown structure
 - iv. Outsourcing
 - v. Assembly Line
6. Dell Computer reported the following information in its 1999 annual report (all amount in Dollars and expressed in millions). Determine the inventory turnover.

Net revenue_____	\$ 18,243
Cost of revenue_____	14,137
Cost of production materials_____	6,423
Production materials on hand_____	234
Work-in-process and finished goods on hand____	39
Production materials-Days of supply_____	6 days

7. Discuss the difference between process layout and product layout.
8. How can TQM be differentiated from ISO 9000.
9. The material requirement planning (for manufacturing activities) closely interacts with master schedule, bill of material, inventory records, and output reports. Elaborate the statement.
10. Describe the concept of fixed-order quantity model with reference to inventory calculation.

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
BUSINESS ETHICS: BA (H) – 621
BS – VII

Date: January 12, 2011

Max Time: 3 Hrs

Instructions: Attempt any 5 questions

Max Marks: 60

- Q1 (a) Give arguments for and against business ethics (2 for each).
- Q1 (b) Explain the types of ethical issues in business.
- Q2 (a) Define job discrimination.
- Q2 (b) Discuss social responsibility in business.
- Q3 (a) What do you understand by conflict of interest and condition when conflict of interest arises?
- Q3 (b) When is a person morally responsible for an injury?
- Q4 (a) Differentiate between transactional and transformational leadership.
- Q4 (b) What do you understand by environmental injustice?
- Q5 (a) What is the main objective of social audit?
- Q5 (b) Discuss ecological ethics.
- Q6 (a) Define ethics and business ethics.
- Q6 (b) Define utilitarianism.
- Q7 (a) What is the Kant's Categorical imperative formula?
- Q7 (b) What are the areas of Producer's responsibility according to due care theory?

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
CONSUMER BEHAVIOR: BA (H) – 601
BS – VII

Date: January 8, 2011

Max Time: 2.5 Hrs

Instructions: Attempt any 4 questions

Max Marks: 45

- Q.2. Discuss in brief the various need theories. What is the influence of these theories on consumer motivation?
- Q.3. Define Market Segmentation. In how many ways it can be classified? Discuss briefly the demographic segmentation.
- Q.4. What are the different steps in the consumer decision making process? Discuss briefly.
- Q.5. Describe personality theories and explain how effective marketing strategies are influenced by life style characteristics.
- Q.6. Write short notes on any two:
1. Product Positioning
 2. Post purchase behavior
 3. Marketing mix

WISH YOU GOOD LUCK

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION DECEMBER 2010: AFFILIATED COLLEGES
MANAGEMENT INFORMATION SYSTEM BA (H) – 611
BS – VII

Date: January 10, 2011

Max Marks: 50
Max Time: 2.5 Hrs

- Q. 2** Distinguish between behavioral and technical approaches to information System. What major disciplines contribute to an understanding of information System? Explain. **(Marks10)**
- Q. 3** What are four competitive strategies enabled by information systems that firms can pursue? How do information systems support each of these competitive strategies? Give examples. **(Marks 10)**
- Q. 4** What are the roles of information policy and data base administration in information management? Explain. **(Marks 10)**
- Q. 5** How does Executive Support System enhance managerial decision making? How do they provide value for a business? Explain **(Marks 10)**
- Q. 6** Name and describe the principal capital budgeting methods used to evaluate information system projects. **(Marks 10)**

E N D

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION JANUARY 2011: AFFILIATED COLLEGES
INTERNATIONAL BUSINESS BA (H) – 612
BS – VIII

Date: January 07, 2011

Max Time: 3 Hours

Max Marks: 60

ATTEMPT ALL QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS

1. One of the most common entry for MNCs is the joint venture. Why are so many companies opting for this strategy? Briefly discuss the different strategies that a firm pursue when competing internationally.
2. Explain the product life-cycle theory. Also discuss why the product life-cycle theory is becoming less predictive in today's environment.
3. The most common ethical issues in international business involve employment practices, human rights and moral obligations. Discuss.
4. Why do many firms prefer horizontal FDI or licensing over exporting? Whose interest should be the paramount concern of government trade policy – the interest of the producers or those of consumers?
5. What makes international business so much complicated in comparison to domestic business? Comprehend the different dimensions of international business.
6. What are the political costs of adopting a free trade regime? What measures should the governments take to reduce these costs?

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION JANUARY 2011; AFFILIATED COLLEGES
STRATEGIC MANAGEMENT: BA (H) – 602
BS – VIII

Date: January 05, 2011

Max. Time: 2.5 hrs

Max. Marks: 45

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

PART-I

1. Define strategic management and describe the strategic management process.
2. What do you mean by strategic decisions? How do strategic decisions differ from the general business decisions? Give examples of some strategic decisions taken by any organization.
3. What are the two types of strategic objectives? Explain in some detail. Support your answer with examples of specific objectives that are generally set by the firms under the two categories.
4. Why organizations go for unrelated diversification? What factors would you consider while recommending unrelated diversification strategy?
5. Draw and explain BCG Growth-Share Matrix. Plot various divisions in each cell by assuming relevant data.
6. “Successful strategy formulation does not ensure successful strategy implementation.” Comment. What factors will you consider for ensuring successful implementation of the formulated strategies?
7. Discuss the importance of strategic control systems in today’s highly competitive and uncertain market and economic conditions.

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
PORTFOLIO INVESTMENT MANAGEMENT: BA (H) – 623
BS – VIII

Date: January 11, 2011

Max Marks: 60

Max Time: 3 Hours

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

Q#1: Solve the followings:

- (a) Calculate the market price of a \$100 par value bond that is paying 12% interest over 6 years until its maturity, if interest is payable annually. The required rate of yield is 14%.
- (b) Expected return on an equity share is 12%, divided growth rate 5% per annum, currently dividend paid \$1.2; calculate the Current market price of the equity share?
- (c) Ten annual payments of \$5000 are made into a deposit account that pays 8% interest per annum. What is the future value of this at the end of 10 years?
- (d) ABC Company has a fund size of \$20 million dollar, spending rate 4% per annum, fund management cost is zero, and inflation rate is 8% per annum? Calculate estimated rate of return.

Q#2: Describe the trading mechanics of a security?

Q#3: a- How is an organization using asset management in its decision making and resource allocation?
b- Who are primary users of asset management?

Q#4: Explain the Capital Asset Pricing Model?

Q#5: As an investment consultant? What features would you suggest to be included in the investment bunch of a client? Explain these features briefly?

Q#6: Based on the current theoretical and empirical development of Arbitrage Price Theory (APT), do you think that this approach offers a practical alternative to the Capital Asset Pricing Model (CAPM) for individual investors?

Q#7: Explain any **four** of the following:

- 1) Features of Preference Shares
- 2) Types of security market
- 3) Mutual Funds
- 4) Asset Beta
- 5) Venture Capital
- 6) Yield to call

End of Paper

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
RISK MANAGEMENT: BA (H) – 693
BS – VIII

Date: January 9, 2011

Max Time: 150 min

Max Marks: 40

ATTEMPT ANY FIVE QUESTIONS
All Question's Carry Equal Marks

- Q.1 Elaborate the process of Risk Management for establishing the context?
- Q.2 Discuss in detail to establish risk limits for Gap and liquidity management?
- Q.3 Differentiate between qualitative and quantitative financial risk management? Elaborate the difference with an example? .
- Q.4 The Value-at-Risk (VaR) is increasingly becoming common measures for risk. What is meant by VaR?
- Q.5 (a) Discuss the various ingredients of business risks and control risks.
(b) One type of risk is often linked to another. Explain with an example.
- Q.6 Define credit rating and state its utility from the credit risk management angle?
- Q.7 Credit ranking help manage credit portfolio and to mitigate the risk how? Explain.
- Q.8 Write short notes on any four:–
a) Identification, Assessment, Mitigation
b) Liquidity Risk Management
c) Interest Rate gap analysis
d) Three pillars of Basel Accord
e) Risk in Islamic Banking & conventional Banking system

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
SECURITY ANALYSIS BA (H) – 603
BS – VII

Date: January 14, 2011

Max Time: 2.5 Hrs

Max Marks: 40

Instruction: Answer any 04 Questions. All Questions have equal Marks

Q # 01 Company Analysis

ABC Limited has 500,000 outstanding ordinary shares of Rs. 100/= each presently selling at Rs. 140. During the current year it earned a net profit of Rs. 50 million and declared a cash dividend of 20% and bonus shares of 30%. ABC limited has general reserve of Rs. 30 million and discount on shares of Rs. 5 million on its balance sheet. Bonds of Rs 14 million are convertible at market price

Required:

(a) Calculate the following:

- | | |
|---|---|
| (1) Earning per share (Diluted) | (2) Dividend per share |
| (3) Dividend pay out ratio | (4) Nominal yield |
| (5) Current yield | (6) Price earnings ratio |
| (7) Owners equity after declaring dividends | (8) Number of bonus shares to be issued |
| (9) Book value per share | (10) Market to book ratio |

(b) Based on above relevant ratios, write a concise report for an investor who desires to buy shares of ABC limited.

Q # 02 Bond Pricing

A corporate investor intend to invest Rs 100 million in a particular bond provided it gives a return of 12%. Salient features of the bond are given below.

Current market price	Rs. 9,000
Face Value	Rs. 10,000
Coupon Rate	10%
Interest Payment	Half yearly
Original life	5 Years
Years to Maturity	2 Years

Required

1. What will be the maturity value of the bond.
2. Prepare a cash flow of the bond for the investor.
3. Calculate maximum price of one bond you will recommend to the investor by using cash flow.
4. Verify your result by calculating price by annuity method.
5. Calculate current yield at current market price and recommended price.
6. What other factors should be considered before taking investment decision.

Q # 03 (CD & TB)

(a) Calculate maturity value of a CD of Rs. 500,000/- issued at 12% for 03years if:

1. Interest is credited quarterly.
2. Interest is credited after every 02 months.

(b) Briefly explain the purpose of Treasury bill.

(c) The State Bank of Pakistan issued T-Bills for 120 days amounting to Rs. 5000/- million at 10% on a particular day.

Required

1. Calculate the amount of cash proceeds the state Bank will get.
2. One of the commercial banks invests Rs. 200 million in this T-bill, calculate the value of the T-bills it will receive.

Q # 04 (Financial Markets)

(a) Define a financial market. Discuss its need in the economy.

(b) Distinguish between:

1. Primary market & secondary market
2. Auction market & OTC market
3. Right & Warrant

Q # 05 (Financial Securities)

Briefly explain any six of the following

- | | |
|---------------------|----------------|
| 1. Zero Coupon Bond | 2. Blue Chips |
| 3. Treasury Share | 4. Bonus Share |
| 5. Preference Share | 6. Serial Bond |
| 7. Commercial Paper | 8. Repos |

Q # 06 (Capital Market Development)

Discuss the role of Stock Exchange and Central Depository Company in capital market development of Pakistan.

Suggest some measures which should be taken in this regard

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
ADVERTISING BA (H) – 701
BS – VII

Date: January 16, 2011

Max Time: 3 Hrs

Instruction: Attempt all questions.

Max Marks: 60

Attempt any five questions. All questions carry 12 marks.

- Q.1 What are the different types of local advertising? Write a checklist for creating effective local advertising
- Q.2 a) Define Advertising, Sponsor, the author and the persona in advertising industry
- b) Discuss briefly Centralized and Decentralized organizations.
- Q.3 Describe the consumer decision making process after watching the advertisement. What impact do repeated ads create?
- Q.4 a) Write in short the steps involved in making an advertising plan
- b) You are the in charge of advertising for the new '*anti bacterial soap*' positioned as protection from germs. What would be your initial advertising objectives for this dual-purpose product keeping in mind the advertising plan
- Q.5 Define Target Market and Target Audience. What role segmentation plays in advertising?
- Q.6 Define creativity. What's the role of creativity in advertising? What makes great advertising?
- Q.7 Write short notes on any two:
- a) Role of media in advertising b) Relationship Marketing
c) Advertising agency

BEST OF LUCK

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
BRAND MARKETING BA (H) – 671
BS – VII

Date: January 18, 2011

Max Time: 3 Hrs

Max Marks: 60

Attempt any five questions. All questions carry equal marks (12 marks each).

- Q.1. A. Define brand. What is the difference between brand (from small b) and Brand (capital B)?
- B. What are the advantages of branding?
- Q.2 What is Brand Positioning? Discuss the concept of brand communication
- Q.3 Define Brand Equity. How will you choose brand elements to build brand equity?
- Q.4 How do line extensions help in developing Brand Image and expansion of product market? What is difference between brand extension and line extension?
- Q.5. Develop a marketing plan for a new product with special emphasis on branding. What role branding plays in the marketing plan?
- Q.6. What is meant by Globalization of Brands? Explain briefly the elements of the globalization decision
- Q.7. Write short notes on any two: 1) Brand sense 2) Brand stretching
3) Corporate and Product brand

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
GLOBAL MARKETING BA (H) – 631
BS – VII

Date: January 14, 2011

Max Time: 3 Hrs

Instruction: Attempt all questions.

Max Marks: 60

- 1 a. Discuss the conditions that have led to the development of global market.
- b. Differentiate between a global company and a multinational company.
- 2.a. What strategic option for market entry or expansion would a small company be likely to pursue.
- b. How can a nation achieve a competitive advantage.
- 3 a. What is transfer price? What is the difference, if any, between a transfer price and a regular price?
- b. What are three methods for determining transfer price?
- 4 a. Identify both local and foreign examples of cultural imperatives, electives, and exclusives.
- b. Contrast the authority roles of top management in different societies.
- 5 a. Define the various types of pricing strategies and objectives available to global marketers.
- b. Identify some of the environmental constraints on global pricing decisions.

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, JANUARY 2011: AFFILIATED COLLEGES
MARKETING RESEARCH: BA (H) – 711
BS – VIII

Date: January 11, 2011

Max Time: 2 Hours

Instructions: Attempt ALL questions

Max Marks: 30

Q1. With the help of flow diagrams explain the link between decision making process and the research process and the way the marketing system triggers the recognition of a situation calling for a decision. In this context what do you understand by the following terms?

- a) Problem
- b) Opportunities
- c) Symptoms

Q.2 Briefly explain the four basic sources of marketing data.

Q.3 What do you understand by the following terms used in estimating the validity of measurements?

- d) Construct validity
- e) Content validity
- f) Concurrent validity
- g) Predictive validity

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 explain different types of scales used in measurement of attitudes in marketing research.

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
RETAIL MARKETING: BA (H) – 641
BS – VIII

Date: January 9, 2011

Max Time: 2.5 Hrs

Instructions: Attempt any 4 questions

Max Marks: 40

- Q.2. A. Define Retail image.
B. How positioning is crucial to the customer image of the retail offering?
- Q.3. A. Explain briefly why a retailer must communicate with its customers
B. Discuss the retail promotional mix
- Q.4. Define shopper behavior. How retailers aim to maximize sales?
- Q.5. A. What is Relationship Marketing?
B. What is the importance of relationship marketing in the retail context?
- Q.6. Define Customer Loyalty. Explain the importance of creating and retaining customers
- Q.7. Write short notes on any TWO of the following:
a) SOR model b) Wheel of retailing c) In-store stimuli

Wish you best of luck

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
SALES MANAGEMENT BA (H) – 681
BS – VIII

Date: January 13, 2011

Max Time: 3 Hrs

Attempt any 5 questions. All Questions Carry equal marks.

Max Marks: 60

- Q.1. What is the importance of Personal Selling in the Marketing mix? Discuss five modern sales approaches
- Q.2. A. What are the main reasons for a graduate to choose the sales profession?
B. Comprehend any three advantages of the sales career
- Q.3. A. Discuss the role of Internal Environment and External Environment in Sales Management?
B. List five components of external environment
- Q.4. A. Define Prospecting and how would you identify the prospects
B. Discuss the MAN approach for qualifying prospects
- Q.5.A. What are the types of questions asked during a sales presentation?
B. What are the benefits of questions in probing for needs?
- Q.6. Write short notes on any two of the following:
1) Sales forecasting procedures 2) Sales budgeting procedures
3) Basic types of sales organizations

BEST OF LUCK

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
SERVICE MARKETING BA (H) – 661
BS – VIII

Date: January 13, 2011

Max Time: 3 Hrs

Attempt any 5 questions. All Questions Carry equal marks.

Max Marks: 60

- Q.1. What are Services? Discuss the four distinguishing characteristics of services marketing
- Q.2. What are the three additional Ps in case of services marketing? Describe role of people in services marketing
- Q.3. What factors affect the consumers' behavior in service marketing? How can these be evaluated?
- Q.4. How does marketing research help in understanding customer expectations? Write 10 questions which can help to understand customer requirement in Hotel industry
- Q.5. Discuss the role of the employees and customer in service delivery
- Q.6. Discuss the role of advertising, personal selling, and pricing in service industry
- Q.5. What are the factors contributing in the growth of service industry
- Q.6. Name the fast growing service industries along with examples.