

# University of Karachi

## Karachi University Business School

### Affiliated Colleges

#### Final Examination Papers December 2011

# BS I TO VIII

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KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
**Affiliated Colleges**  
**Final Examination Paper**  
**December 2011**  
**BS I to VIII**  
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KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION DECEMBER 2011: AFFILIATED COLLEGES  
BUSINESS ENGLISH – I: BA (H) – 301  
BS-I

**Date: December 19, 2011**

**Max. Marks: 60**  
**Max Time: 3 hours**

**Instructions: Attempt all Questions. Copy down the question number neatly and correctly.**

Q1-Using coordination or subordination ,convert the following sentences into simple or compound ones.  
12 marks

- 1- To his eternal disgrace ,he betrayed his country.
- 2- The men endured all the horrors of the campaign and not one of them complained at all.
- 3- Cain , being jealous of Abel, struck him.
- 4- Tell me where you live.
- 5- As you sow ,so you will reap.
- 6- The management is thoroughly bad .

Q2- Reproduce the following sentences while putting appropriate emphasis on key ideas .(make use of parallelism.)  
12 marks

- 1- The art building is 200 feet in length.120 feet wide and has a height of 8 stories.
- 2- Reading gives knowledge. one gets knowledge about others culture. One will know about history and current events. One gains information about human nature.
- 3- He was handsome, brave, and the sort of person who would do anything for you
- 4- Tell me where you were, what you were doing, and your reasons for doing it.
- 5- She was healthy, wealthy, and a regular reader of my column.
- 6- I try to listen to other people's opinions. When my mind is closed, I find that other opinions open it. And they can change my mind when it is wrong.

Q3-Fill in the following spaces. (26 marks )

- 1- You \_\_\_\_\_ (ought ,should, must) pay your debts
- 2- You \_\_\_\_\_ (needn't , mustn't, won't) light a match; room is full of gas.
- 3- The \_\_\_\_\_ (latter, later ) chapters are lacking in interest .
- 4- \_\_\_\_\_ will all the neighbours say? (interrogative pronouns)
- 5- \_\_\_\_\_ told you so? (compound interrogative pronoun)
- 6- The secretary and treasurer is negligent of \_\_\_\_\_ duty.(personal pronoun)
- 7- I met him in new Delhi in 1970 . I \_\_\_\_\_ him last five years before.(had seen, have seen, saw)
- 8- I came \_\_\_\_\_ (early, earlier) this morning.
- 9- He must have reached there \_\_\_\_\_ now . (preposition)
- 10- He boasted \_\_\_\_\_ his accomplishments .(preposition)

**01/02**

- 11- \_\_\_\_\_ labour health, from health contentment springs. (preposition)
- 12- \_\_\_\_\_ his children, there were present his nephews and nieces. (beside, besides)
- 13- Let me go. \_\_\_\_\_ (name the mood)
- 14- God save the king . \_\_\_\_\_ (name the mood)
- 15- English is spoken all over the world.(active or passive)
- 16- The wounded man was being helped by young boys. (active)
- 17- When he gets his degree, he \_\_\_\_\_ at oxford. (will have been studying, would study)
- 18- A number of interesting suggestions \_\_\_\_\_ been made.(has, have)
- 19- Have they considered the truth that they ought to work harder (rewrite using gerund or infinitive)
- 20- Do they permit you to eat in the examination room.(rewrite using gerund)
- 21- The removal men were asked \_\_\_\_\_ (load)the furniture into the van. (gerund or infinitive)
- 22- He hurt his back \_\_\_\_\_ (try, lift)the sofa on his own. (gerund or infinitive)
- 23- Don't loiter \_\_\_\_\_ the street.(preposition)
- 24- I have not slept \_\_\_\_\_ yesterday. (preposition)
- 25- Both cars are good, but \_\_\_\_\_ is better than \_\_\_\_\_. (pronoun)

Q4- Punctuate the following.

(10 marks)

1. Sara received a fountain pen ali a watch
  2. monster by thee my childs devoured
  3. exactly so said alice
  4. you might as well say added the march hare that I like what I get is the same thing as I get what I like
  5. alas oh dear  
what a terrible fire this is
-

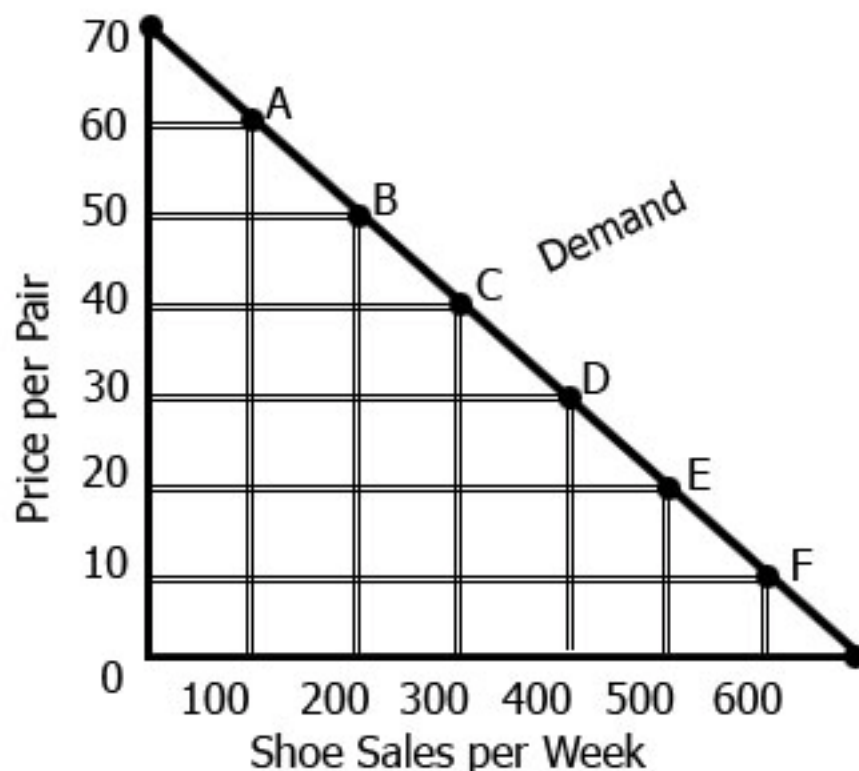
KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION, DECEMBER 2011: AFFILIATED COLLEGES  
MICRO ECONOMICS: BA (H) – 311  
BS – I

Date: December 21, 2011

Max Marks: 60  
Max Time: 3 Hrs

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

- Q1. What is PPF? How can we use a Production Possibilities curve to show the impact of advances in technology and growth in resource availability on the economy?
- Q2. Explain the consequences of shortages and surpluses in markets and how price adjust in a free and unregulated competitive market to eliminate shortages or surpluses.
- Q3. A sporting goods store estimated the demand curve for Brand A running shoes as function of Price use following diagram to answer the question below:



- (a) Calculate demand elasticity using the midpoint formula between Points A and B, between points C and D, and between points E and F.
- (b) If the store currently charges a price of \$ 50, then increases it by \$ 10, what happens to total revenue from shoe sales ( $P \times Q$ )? Repeat the exercise for initial price of \$ 30 and \$ 10.

Q4. A firm's cost curve are given by the following table:

Q	TC	TFC	VC	AVC	ATC	MC
0	100	100				
1	130	100				
2	150	100				
3	160	100				
4	172	100				
5	185	100				
6	210	100				
7	240	100				
8	280	100				
9	330	100				
10	390	100				

- a) Complete the table
- b) Graph AVC, ATC and MC. What is the relationship between MC Curve and ATC? Between MC and AVC?

Q5 Describe Law of Diminishing Marginal Utility. Discuss Utility Maximizing Rule.

Q6 Write short notes on any two of the following:

- 1) Consumer Surplus
- 2) Production Process
- 3) Positive and Normative Economics

**END OF PAPER**

**Note: Revised date for BS – I Introduction to Business is December 30, 2011. There is no change in timings.**

**Instructions: Attempt all questions / all questions carry equal marks, use of mobile phone/digital diary is restricted, financial tables of any kind shall not be provided. Do not write anything on the question paper.**

**Dated: December 23, 2011 Time: 3 hrs Max. Marks: 60**

**Q.1.** Solve the Following:

- i.  $2x=2x+2$
- ii.  $x^2+6x=-9$
- iii.  $1/(m+1) + 1/(m+2) = 1/3$
- iv.  $2x^2 - 8 = 6x^2$
- v.  $3e^{-2x} = 75$
- vi. Solve  $x^2 \ln x - 4 \ln x = 0$
- vii. Find the midpoint of the line segment connecting the points **(-2,-4) and (2,4)**
- viii. Find the distance separating the points **(3,-2) and (-3,5)**
- ix. A and B have Rs.80 together and  $1/5$  of A's money is equal to  $1/3$  of B's money. How much do each have?
- x. The sum of three numbers in an arithmetic progression is 30 and the product of the extremes is 96. Find the numbers.

**Q.2(a) Determine  $f'(x)$  for the following:**

- (i)  $f(x) = 65x^3 - 34x^2$  (ii)  $f(x) = 2100$  (iii)  $f(x) = e^x$  (iv)  $f(x) = \ln(5x^2 - 2x + 1)$  (v)  $f(x) = e^x/x$

**Q.2(b)** Determine the solution set using Gaussian elimination method. For any system having infinitely many solution specify generalized form of the solution.

$$\begin{aligned} -x + 2y &= -8 \\ 3x - 6y &= 24 \end{aligned}$$

**Q.3.** For a particular prescription drug half of the amount of the drug in the bloodstream is excreted by the kidneys every 4 hrs. Given an initial dosage of 300mg. (i) Determine the function  $A=f(t)$  where 'A' equals the amount of the drug in the bloodstream (in mg) and 't' equals time since the dosage was administered measured in increment of 4 hours. (ii) What amount is in the system after 8 hours, after 10 hours?

**Q.4(a)** Given the following demand and supply functions for the two competing products,

$$\begin{aligned} Q_{d1} &= 82 - 3p_1 + p_2 \\ Q_{s1} &= 15p_1 - 5 \\ Q_{d2} &= 92 + 2p_1 - 4p_2 \\ Q_{s2} &= 32p_2 - 6 \end{aligned}$$

Determine whether there are prices which bring the supply and demand levels into equilibrium for the two products. If so, what are the equilibrium quantities?

**Q.4(b)** Assume that a manufacturer can purchase a needed component from a supplier at a cost of Rs.9.50 per unit, or it can invest Rs.60,000 in equipment and produce the item at a cost of Rs.7.00 per unit. Determine the quantity for which total cost are equal for both the alternatives.

**Q.5. (a)** A person wishes to invest Rs.10,000 and wants the investment to grow to Rs. 20,000 over the next 10 years. At what annual interest rate would the Rs. 10,000 have to be invested for this growth to occur, assuming annual compounding?

(b) If  $A = \begin{bmatrix} 2 & 4 \\ 3 & 6 \end{bmatrix}$   $B = \begin{bmatrix} 1 & 3 \\ 5 & 2 \end{bmatrix}$

Find  $2A+B$ ,  $3B-A$ , Determinant of A and Determinant of B

**END OF PAPER**



KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION: DECEMBER 2011; AFFILIATED COLLEGES  
ISLAMIC STUDIES: BA (H) – 351  
BS – I

Date: December 26, 2011

Max Time: 3 Hours  
Max. Marks: 60

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

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

Q.No. 1 “Islam is the only living religion as compare to Judaism and Christianity”! Discuss

سوال نمبر ۱ یہودیت اور نصرائیت کے مقابلے میں اسلام ہی ایک زندہ حقیقت (مذہب) ہے، بحث کریں۔

Q.No.2 “The Supremacy of Law is a prominent feature of Islamic Political System”.  
Explain with arguments.

سوال نمبر ۲ قانون کی کمرانی (بالادستی)، اسلامی سیاسی نظام کی ایک نمایاں خصوصیت ہے، دلائل سے وضاحت کیجئے

Q.No.3 Briefly furnish the main events, occurred during the cave of Hira to cave of Saur in the Life of the Holy Prophet Sal-Lal-Laho-Alaihe-Wasallum.

سوال نمبر ۳ نبی اکرم ﷺ کی حیات طیبہ میں غار حرا سے غار ثور تک پیش آنے والے اہم واقعات کو مختصراً بیان کریں۔

Q.No.4 What sort of political social & moral impacts of Islamic civilization were observed in Sub-Continent! Discuss.

سوال نمبر ۴ برصغیر میں اسلامی تہذیب پر کس قسم کے معاشرتی، سیاسی اور اخلاقی اثرات مرتب ہوئے، بیان کریں۔

Q.No.5 “Free Interest Economy can only develop a prosperous Society”! Comments.

سوال نمبر ۵ سود سے پاک معیشت ہی خوشحال معاشرہ کی بنیاد (ضامن) ہے، تبصرہ کریں۔

Q.No.6 Write short Notes on any two of the followings.

سوال نمبر ۶ مندرجہ ذیل میں سے کسی دو پر مضمون سپرد قلم کیجئے۔

i جہاد اور وہشت گردی میں فرق۔

ii اسلامی معاشرہ میں انسانی حقوق۔

iii مشارک و مضارب۔

END OF PAPER

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

Date: December 28, 2011

Max Time: 3 Hrs  
Max Marks: 60

Attempt any five Questions, Question no.7 is compulsory

Q.1 Javed Insurance Agency prepares monthly financial statements. Presented below is an income statement for the month of June that is correct on the basis of information considered.

**JAVED INSURANCE AGENCY**  
**Income Statement**  
**For the Month Ended June 30**

Revenues	
Premium Commission Revenue .....	Rs 40,000
Expenses	
Salary expense .....	Rs 6,000
Advertising expense .....	800
Rent expense .....	4,200
Depreciation expense .....	<u>2,800</u>
Total expenses .....	<u>13,800</u>
Net income .....	<u><u>Rs 26,200</u></u>

**Additional Data:**

When the income statement was prepared, the company accountant neglected to take into consideration the following information:

1. A utility bill for Rs 2,000 was received on the last day of the month for electric and gas service for the month of June.
2. A company insurance salesman sold a life insurance policy to a client for a premium of Rs 20,000. The agency billed the client for the policy and is entitled to a commission of 20%.
3. Supplies on hand at the beginning of the month were Rs 3,000. The agency purchased additional supplies during the month for Rs 2,500 in cash and Rs 1,000 of supplies were on hand at June 30.
4. The agency purchased a new car at the beginning of the month for Rs 19,200 cash. The car will depreciate Rs 3,600 per year.
5. Salaries owed to employees at the end of the month total Rs 5,300. The salaries will be paid on July 5.

**Required:**

Prepare a correct income statement.

**Q.2** For each of the following by the Parvez Park transactions below, prepare the journal entry (if one is required) to record the initial transaction and then prepare the adjusting entry, if any, required on September 30, the end of the fiscal year.

- (a) On September 1, paid rent on the track facility for three months, Rs 90,000.
- (b) On September 1, sold season tickets for admission to the racetrack. The racing season is year-round with 25 racing days each month. Season ticket sales totaled Rs 600,000.
- (c) On September 1, borrowed Rs 200,000 from National Bank by issuing a 12% note payable due in three months.
- (d) On September 5, schedules for 20 racing days in September, 25 racing days in October, and 15 racing days in November were printed for Rs 7,500.
- (e) The accountant for the concessions company reported that gross receipts for September were Rs 140,000. Ten percent is due to Paola and will be remitted by October 10.

**Q3.**

- A. Explain how to account for the disposal of a plant asset through retirement, sale, or exchange.
- B. The account balances appearing on the trial balance (below) were taken from the general ledger of May'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.

**Required:**

Using the above information, prepare the work sheet, *May's Copy Shop* for the month of September.

**MAY'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	
Accum. Depreciation— Equipment		5,000
Accounts Payable		1,400
Notes Payable		4,000
May, Capital		15,300
May, Drawing	2,400	
Copy Revenue		5,400
Utilities Expense	<u>400</u>	<u>      </u>
Totals	<u>31,100</u>	<u>31,100</u>

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

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

**Required:**

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

Q.5 Presented below are selected transactions for New star Company for 2010.

Jan.1 Received Rs 5,000 scrap value on retirement of machinery that was purchased on January 1, 2000. The machine cost Rs 60,000 on that date, and had a useful life of 10 years with no salvage value.

April.30 Sold a printing machine for Rs 40,000 that was purchased on January 1, 2007. The printer cost Rs 90,000, and had a useful life of 5 years with no salvage value.

Dec.31 Discarded a business automobile that was purchased on October 1, 2005. The car cost Rs 25,000 and was depreciated on a 6-year useful life with a salvage value of Rs 1,000.

**Required:**

1. Journalize all entries required as a result of the above transactions. New star Company uses the straight-line method of depreciation and has recorded depreciation through December 31, 2009.
2. Differentiate between Capital expenditure and revenue expenditure

Q.6 On October 1, 2010, Faraz Company establishes an imprest petty cash fund by issuing a check for Rs 150 to Kamran, the custodian of the petty cash fund. On October 31, 2010, Kamran 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

**Required:**

1. Prepare the journal entries required to establish the petty cash fund on October 1 and the replenishment of the fund on October 31.
2. Explain adjusting entries for prepayments and accruals

Q.7 Explain any five in (3 to 5) lines.

1. Identify the major types of adjusting entries.
2. accrual basis of accounting.
3. time period assumption.
4. what the four financial statements are and how they are prepared.
5. monetary unit assumption and the economic entity assumption.
6. Identify the users and uses of accounting information.
7. Contrast the accounting for intangible assets with the accounting for plant assets.

**END OF PAPER**

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

Date: December 30, 2011

Max. Marks: 60

Max Time: 3 hours

**Instructions:** Attempt any 6 (Six) Questions from the following: Do not write anything on the question paper.

- Q1.** (a) Describe briefly the three important legal documents of a joint stock company?(03)  
(b) Describe the procedure and formation of a joint stock company? (07)
- Q2.** Discuss the role and importance of personnel manager in a business organization. What is the difference between Personnel Management and Human Resource Management?(10)
- Q3.** What do you understand by sole proprietorship? What are its merits and demerits? (10)
- Q4.** Define marketing. Discuss the concept and role of marketing mix in marketing. (10)
- Q5.** Describe in brief the rights, duties and obligation of partners in the absence of partnership agreement. (10)
- Q6.** 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. (10)
- Q7.** (a) Explain the need of organization in a growing business. (05)  
(b) What are the typical basis for classifying of activities. (05)

**END OF PAPER**

UNIVERSITY OF KARACHI  
 KARACHI UNIVERSITY BUSINESS SCHOOL  
 FINAL EXAMINATION DECEMBER 2011; AFFILIATED COLLEGES  
 BUSINESS MATHEMATICS – II BA (H) – 322  
 BS – II

Instructions

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

Dated: Dec 15, 2011      Time: 180 Minutes      Max. Marks: 60

**Q.1(a)** Graphically determine the permissible half- space which satisfies the inequality

(i)  $-x + 2y \geq -8$                       (ii)  $-2x + 6y \leq -24$

**(b)** Graphically determine the solution space(if exists)

(i)  $2x - 4y \leq 20$                       (ii)  $5x + 2y \leq 20$   
 $3x + 2y \leq 18$                                $3x + 4y \leq 32$

**(c)** Describe/Differentiate the following :( Illustrate graphically where necessary)

- (i) Continuous function and discontinuous function
- (ii) Alternative optimal solution and optimal solution
- (iii) Tangent line and secant line

**Q.2(a)** Solve the following linear programming problem by the corner point method.

$$\begin{aligned} \text{Maximize } z &= 4x_1 + 8x_2 \\ \text{Subject to } x_1 + x_2 &\leq 20 \\ 2x_1 + x_2 &\leq 32 \\ x_1, x_2 &\geq 0 \end{aligned}$$

**Q.2(b)** Given the above LP problem rewrite the constraint set into standard form incorporating all supplemental variables.

**Q.3(a)** Integrate the following:

- i.  $\int x^{-1} dx$
- ii.  $\int (x^2 - 2x)^5 (x-1) dx$
- iii.  $\int 2xe^{x^2} dx$
- iv.  $\int 6x / (3x^2-10) dx$
- v.  $\int f(x) = \ln(5x^2-2x+1)$
- (vi)  $\int f(x) = \frac{e^x}{x}$

**Q.3(b)** Determine discontinuities (if any)

(i)  $f(x) = 3/x^3$       (ii)  $f(x) = x^3/4$   
 (iii)  $f(x)=39.5$       (iv)  $f(x,y) = 2x^4 + 4x^3 + 1.5x + 12y$

**Q.4.** A retailer of motorbike has examined cost data and determines a cost function which expresses the annual cost of purchasing, owning and maintaining inventory as function of the size (no. of the unit) of each order it places for the motorbike. The cost function is

$$C = f(q) = 4860/q + 15q + 750000$$

Where C = annual inventory cost and q = no. of motorbike ordered each time.

- (a) Determine the order size which minimize the annual inventory cost
- (b) What is minimum annual inventory cost expected to equal?

**Q.5.** Determine the area indicated by  $f(x) = 5x + 7$  between  $x = 3$  and  $x = -2$ .

**Q.6.** For the function given below:  $f(x) = 3x^2 - 48x + 100$

- a) Determine the location of all critical points and determine their nature
- b) Sketch the graph of the function
- c) Determine the location and values of the absolute maximum and absolute minimum for the following function.

$$f(x) = 2x^2 - 4x + 5, \quad \text{where } 2 \leq x \leq 8$$

**END OF PAPER**

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

**Date: December 18, 2011**

**Max Time: 3 Hrs**

**Max Marks: 60**

**Instructions:**

1. ATTEMPT ALL QUESTIONS. Do not write anything on the question paper.
2. **Use of mobile phones or any other communicating device is not allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

**Q.1** The income statement for the year ended December 31, 2010 for Jozaf Trading Company contain the following condensed information:

Sales Revenue	\$ 6,583,000
Operating expenses (excluding depreciation)	4,920,000
Depreciation expense	880,000
Income before income taxes	783,000
Income tax expense	353,000
Net income	430,000

Included in operating expenses is a \$24,000 loss resulting from the sale of machinery for \$270,000 cash. Machinery was purchased at a cost of \$750,000. The following balances are reported on Jozaf comparative balance sheet at December 31,

	<b>2010</b>	<b>2009</b>
Cash	\$ 672,000	\$ 130,000
Account receivable	775,000	610,000
Inventories	834,000	867,000
Account payable	521,000	501,000

Income tax expenses of \$ 353,000 represents the amount paid in 2010. Dividend declared and paid in 2010 totaled \$200,000.

**Required:**

- a. Prepare the statement of cash flows using the Direct Method.
- b. Compute Cash generated from Operating Activities under Indirect Method.

**Q.2** The condensed financial statement of Philips Company for the year 2009 and 2010 are presented below:

PHILIPS COMPANY Balance sheet as on December 31

	<b>2010</b>	<b>2009</b>
<b>Assets:</b>		
Cash and short term investment	\$ 266,300	\$ 98,100
Account receivable (net)	564,500	536,800
Inventories	396,300	403,100
Prepaid expenses and other current assets	206,400	207,100
Property, plant and equipment (net)	2892,800	2768,400
Intangible and other assets	141,000	223,600
<b>Liabilities and Stockholder's Equity</b>		
Current liabilities	1185,200	1214,600
Long term liabilities	1474,600	1309,100
Stockholders' equity common	1807,500	1713,400

PHILIPS COMPANY Income Statement for the year ended December 31

Revenues	\$ 6562,000	\$ 6295,400
Cost of goods sold	2950,700	2989,000
Selling and administrative expenses	2448,700	2237,500
Interest expenses	32,600	34,800
Income before income taxes	1130,000	1034,100
Income tax expenses	424,600	353,400

**Required:**

Compute the following ratios for Philips for 2010 and 2009.

a. Current ratio. b. Profit margin ratio. c. Debt to total assets. d. Times interest earned. e. Inventory turnover (inventory 31/12/2008, \$ 416,400) f. Return on assets (Assets 31/12/2008, \$ 4015,000)

**Q.3** On 1 Jan. 2010 M Company's Account Receivable Balance \$ 300,000. Company's Sales Revenue \$ 500,000 (including \$ 100,000 Cash Sales).

**Required:**

- A. Compute and record Allowance for Bad Debts on 31 Dec. 2010.
- Assume that Company uses Income Statement Approach Rate for Bad Debts at 5% on Credit Sales.
  - Assume that Company uses Balance Sheet Approach, Rate for Bad Debts at 10% of Account Receivable ending balance. Allowance for Bad Debt ending balance **(i) \$ 30,000 Credit Balance (ii) \$ 30,000 Debit Balance.**
- B. Under what condition(s) an Allowance for Bad Debt Account show a Debit Balance.

**Q.4** Dell Company has the following inventory, purchases, and sale data for the month of March:

**Inventory & Purchases are as follows:**

Inventory March 1	200 units @ \$ 4.00
Purchases March 10	500 units @ 4.50
March 20	400 units @ 4.75
March 30	300 units @ 5.00

**Sales:**

March 15	500 units
March 25	400 units

The physical inventory count on March 31 shows 500 units on hand.

**Required:**

- Under a **periodic inventory system**, Determine the cost of inventory on hand at March 31 and the cost of good sold for March under the (1) FIFO (2) LIFO (3) Average cost method.
- Under a **perpetual inventory system**, Determine the cost of inventory on hand at March 31 and the cost of good sold for March under the (1) FIFO (2) LIFO (3) Moving Average cost method.

**Q.5** The stock holders' Equity of Bruss Corporation's balance sheet appears as follows:

**Stockholders' equity:**

\$ 6 preferred stock, \$100 par value, callable at \$ 102 per share, 200,000 shares authorized	\$12,000,000
Common stock, \$5 par value, 5,000,000 shares authorized	14,000,000

**Additional paid in capital:**

Preferred stock	\$ 360,000	
Common stock	<u>30,800,000</u>	31,160,000
Retained earnings		<u>2680,000</u>
Total stockholders' equity		<u>59,840,000</u>

**Required:**

- How many shares of preferred stock have been issued?
- What is the total annual dividend requirement on the outstanding preferred stock?
- How many shares of common stock have been issued?
- What was the average per share received by the corporation for its common stock?
- What is the total paid-in capital?
- What is the book value per share of common stock?

**END OF PAPER**



KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION, DECEMBER 2011: AFFILIATED COLLEGES  
INFORMATION TECHNOLOGY IN BUSINESS: BA (H) – 342  
BS – II

Date: December 20, 2011

Max Time: 3 Hrs

Max Marks: 60

**Note: Attempt any five questions, all carry equal marks**

- Q-1 What is the role of Multimedia technology in today's business? Describe graphic software that are used in business
- Q-2 Briefly describe the procedure of document imaging. Enlist the advantages of image processing system
- Q-3 Explain key functions of an operating system. Enlist distinguishing features of Windows 2000 and Linux operating systems
- Q-4 Write down functions of database management system that fascinate to business, also explain how database maintain data integrity and consistency.
- Q-5 What is meant by protocol, explain most common protocols which are necessary for communication to different types of networks.
- Q-6 Illustrate structures and distinctive features of LAN, MAN and WAN networks, also describe network/communication devices used in network connectivity.
- Q-7 Write down the short note on following computer terms.
- |                    |               |
|--------------------|---------------|
| a) Pointing Device | b) IP Address |
| c) DSL Technology  | d) Bandwidth  |

**END OF PAPER**

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

**Date: December 22, 2011**

**Max Time: 3 Hrs**

**Max Marks: 60**

Instruction: Attempt any FIVE Questions. All questions carry equal marks.

- Q. No. 1      Discuss the ideas and role of Sir Syed Ahmed Khan with particular reference to his contribution in Educational and political spheres of the Muslim freedom movement in the Indian Sub-continent.
- Q. No. 2      How was “Nehru Report” injurious to the Muslim’s Interests? Discuss in detail, the Quaid-e-Azam Response to the Nehru report.
- Q. No. 3      Examine Ten (10) important political events that took place from 1928 to 1947 AD in the History of Indo-Pak Sub-continent.
- Q. No. 4      Write a comprehensive essay on the Lahore Resolution.
- Q. No. 5      Review in detail the “Administrative Problems” faced by Pakistan just after its establishment.
- Q. No. 6      Being dependent on the Western World for defence and economy can Pakistan adopt an independent Foreign Policy? Discuss.
- Q. No. 7      Write short notes on any TWO of the following:
1. Partition of Bengal
  2. Pak-India relations
  3. Simla Conference 1945
  4. Red-Cliff Award

**END OF PAPER**

Date: December 22, 2011

Max Marks: 60

Max Time: 3 hrs

ہدایت: کوئی بھی پانچ سوالات کے جوابات تحریر کیجئے۔ تمام سوالوں کے نمبر مساوی ہیں۔

سوال نمبر ۱: برصغیر ہند میں مسلمانوں کی تحریک آزادی میں سرسید احمد خاں نے مسلمانوں کے تعلیمی اور سیاسی میدان میں جو خدمات انجام دیں ہیں۔ ان کے حوالے سے سرسید احمد خاں کے خیالات اور کردار کا جائزہ لیجئے۔

سوال نمبر ۲: نہرو رپورٹ کس طرح مسلمانوں کے مفادات کے خلاف تھی؟ نہرو رپورٹ کے جواب میں قائد اعظم کے ردِ عمل پر تفصیلی بحث کیجئے۔

سوال نمبر ۳: برصغیر ہند و پاک کی تاریخ میں ۱۹۲۸ء سے ۱۹۴۷ء تک رونما ہونے والے دس اہم سیاسی واقعات کا جائزہ لیجئے۔

سوال نمبر ۴: قراردادِ لاہور پر ایک تفصیلی مضمون لکھئے۔

سوال نمبر ۵: قیامِ پاکستان کے بعد ملک کو جو انتظامی مسائل درپیش تھے ان کا تفصیلی جائزہ لیجئے۔

سوال نمبر ۶: دفاع اور معیشت میں مغربی دنیا پر منحصر پاکستان کیا ایک آزاد خارجہ پالیسی اختیار کر سکتا ہے؟ بحث کیجئے۔

سوال نمبر ۷: مندرجہ ذیل میں سے کسی دو پر مختصر نوٹ لکھیئے۔

۱۔ تقسیمِ بنگال

۲۔ پاک و ہند تعلقات

۳۔ شملہ کانفرنس ۱۹۴۵ء

۴۔ ریڈ کلف ایواڈ

ختم شد

**KARACHI UNIVERSITY BUSINESS SCHOOL**  
**UNIVERSITY OF KARACHI**  
**FINAL EXAMINATION, DECEMBER 2011: AFFILIATED COLLEGES**  
**BUSINESS ENGLISH II: BA (H) – 312**  
**BS – II**

Date: December 24, 2011

Max Time: 03 Hrs

Max Marks: 60

**Instruction Attempt all questions. Do not write anything on the question paper.**

Q1 How do movies or television influence people's behavior? Use specific reasons and examples to support your answer.

OR

It has been said " Not everything that is learned is contained in books. Compare and contrast knowledge gained from experience with knowledge gained from books. In your opinion which source is more important? Why? (10)  
(word limit is 175)

Q2 A company has announced that it wishes to build a large factory near your community. Discuss the advantages and disadvantages of the new influence on your community. Do you support or oppose the factory? Explain your arguments with facts. (10) (word limit is 150)

Q3 What are the causes and the effects of unemployment in Pakistan? (15)  
(word limit is 200)

Q4 What are some important qualities of a good supervisor (boss)? Use specific details and examples to explain why these qualities are important? (10)  
(word limit is 175)

Q5 Rewrite the following passage by correcting the incorrect verb tenses which are used in the passage.

Yesterday they wait for the train to arrive. It is late so they learn to wait patiently. They ordered breakfast and a morning paper, and they read the financial section as they spoon down the hot oatmeal. The trip lasts for an hour, so when they finish breakfast, they catch a half hour nap. When the train arrives in the city , they are refresh and ready to work. They walk one block and then climb eight flights of stairs to an office in the Arvane building. They walk in , greet the secretary and begin pouring over the first law cases for the day. They do not have to be in the court until 11:30. (15)

**END OF PAPER**

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

Date: December 29, 2011

Max Time: 3 Hrs

Max Marks: 60

**Attempt any FIVE questions. Do not write anything on the question paper**

- Q.1 (a) Define Fiscal policy and its role? (6)  
(b) Discuss the concept of Discretionary fiscal policy. (6)
- Q.2 (a) Define Consumption, saving and income. (6)  
(b) Discuss the concept of Marginal propensity to consume. (6)
- Q.3 (a) Define Tax and its types. (4)  
(b) Discuss impact of Taxation on aggregate demand. (8)
- Q.4 (a) Define GDP, GNP and NNP. (4)  
(b) What are the methods of measuring National Income? (8)
- Q.5 (a) Define Deficit Financing. (4)  
(b) )Does deficit financing leads to inflation? (8)
- Q.6 Write short note:  
1. The Multiplier  
2. Real v/s Nominal GDP  
3. Marginal Propensity to Save (MPS)

**END OF PAPER**

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

**Date: December 19, 2011**

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

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

- Q1.** Define Learning. What do you understand by the process of Observational Learning?
- Q2.** Discuss the role of Social Influence in bringing about a change in people's behavior. Give some practical example from your field.
- Q3.** Show your familiarity with the concept of Interpersonal Attraction.
- Q4.** What is the meaning of Personality? Discuss the various methods of Personality Assessment.
- Q5.** What is Memory? Discuss the process of Forgetting.
- Q6.** What is stress and how can we cope with it in a healthy way?
- Q7.** Write short notes on any 2 of the following:
- a. Biological basis of behavior
  - b. Attitudes
  - c. Behavioral theory of personality
  - d. Language use

**END OF PAPER**

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

Date: December 21, 2011

Max Time: 3 Hrs

Max Marks: 60

**Attempt any six questions.**

- Q1. What do you understand by Categorical Propositions? Discuss in detail. (10)
- Q2. Explain various kinds of Agreement and disagreement in language with the help of examples. (10)
- Q3. Differentiate between the following: (10)
- a) Formal & Informal Logic
  - b) Persuasive & Précising definitions
  - c) Truth & Validity
- Q4. What do you understand by definition by genus and difference? Also discuss its rules. (10)
- Q5. Define the followings: (10)
- a) Inference
  - b) Categorical Syllogism
  - c) Obversion
  - d) Argument
- Q6. Discuss any four formal fallacies with the help of examples. (10)
- Q7. What is the relevance of Logic for business studies? Elaborate. (10)
- Q8. Workout the traditional square of opposition in detail with the help of diagram. (10)
- Q9. Explain any six informal fallacies with example. (10)

**END OF PAPER**

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

Date: December 23, 2011

Max Marks 60

Instructions: Attempt any five Questions

Max Time: 3hrs

Question paper will be returned along with the answer scripts

Q1) Differentiate between the following by giving the examples related to business field. (12)

- i. Tabulation and Classifications
- ii. Discrete and Continuous variables
- iii. Qualitative and Quantitative variables
- iv. Independent and dependent events
- v. Arithmetic mean and mathematical expectations
- vi. Multiple bar and subdivided bar diagrams

Q2) a) A study was made to determine the consumer preferences about the size of oil pack (small, median or large) of particular cooking oil. (6)

S	S	S	S	S	S	M	M	S	L	S	S	L	L	M	L
M	S	M	M	M	L	M	L	M	M	S	S	L	S	S	M
L	L	M	M	S	S	M	L	S	M	M	S	M	L	L	M
L	L	S	S	S	M	M	L	L	L	M	L	S	M	L	M

Construct frequency table and find appropriate average. (6)

b) Calculate appropriate weighted aggregative index number for the following data.

Items	2009	2010	2009
	Price	Price	Quantity(000)
<b>Sugar</b>	68	75	2.1
<b>Wheat</b>	37	45	4.5
<b>Rice</b>	70	85	3.2
<b>Oil</b>	105	120	1.9

Q3) a) Discuss the properties of normal distribution. (6+6)

- b) In a day on the average 300 customer visited a particular super store with standard deviation of 15. Assuming normal distribution, what is the probability that on any particular day
- i. Exactly 330 customer visited
  - ii. More than 275 customer visited
  - iii. Between 290 and 325 customer visited



- Q4) a) A Box contains 4 white balls and 3 black balls. Find the probability of selecting 2 white and 1 black balls if balls are selected one by one (6)
- i) with replacement ii) without replacement
- b) A machine produces chocolates. 10% of the chocolate are mis-shapes. What is the probability from the next 10 chocolates produced by this machine? (6)
- i) Exactly 4 are mis-shape  
ii) Atleast 2 are mis-shape  
iii) Calculate mean and variance number of mis-shape.

- Q5) a) Discuss the properties of arithmetic mean. (3)
- b) The following data represents share sold in a particular stock market in a year. (9)

No of share sold(00)	5--10	10--15	15--20	20--25	25--30	30--35	35--40	40--45
No of Days	17	21	34	40	42	70	46	30

- a) Calculate Arithmetic mean and Median.  
b) Calculate Coefficient of variance.  
c) Comment on the shape of the frequency distribution of share market.

Q6) For the following data.

Plot sizes (in yard)	100	200	400	500	600	800	1000	1500	2000
Price (in millions )	4	7	10	125	15	19	24	28	32

- a) Construct scatter diagram on your answer script. (2)
- b) Find regression line and predict the plot price when the plot size will be 300 yards. (4)
- c) From the regression equation estimate the fixed price of the plot (1)
- d) Find Product moment Coefficient of Correlation. (3)
- e) Interpret regression coefficient and correlation coefficient (2)

Table values from Standard normal distribution

<b>Z</b>	-2.0	-1.66	-1.1	-0.66	+0.66	+1.1	+1.66	+2.0	2.6
<b>P(Z&lt;z)</b>	0.0228	0.0485	0.1357	0.2546	0.7454	0.8643	0.9515	0.9772	0.9953

**END OF PAPER**

**Note:** Revised date for BS – III Money & Banking is December 30, 2011. There is no change in timings.

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

Date: December 26, 2011

Max. Marks: 60

Max Time: 3 hours

**Instructions: Attempt any 6 (Six) Questions.**

- Q1. How would you differentiate Job enlargement, job rotation and job enrichment? (10)
- Q2. (a) Who is Devil's advocate? Explain in your own words? (05)  
(b) How rational decision making model helps an organization in making effective Decisions? (05)
- Q3. (a) How would you describe an Entrepreneur? (05)  
(b) What are the leadership traits? Discuss. (05)
- Q4. (a) Identify and explain three basic steps on strategy formulation? (05)  
(b) Explain the Decision making process? (05)
- Q5. (a) What are the major steps in the planning process? (05)  
(b) Define Organization Mission and prepare a Mission Statement for private educational institutions. (05)
- Q6. How can we implement Maslow's Hierarchy of need theory in our life? Discuss in detail? (10)
- Q7. (a) Is organizing important for all levels of managers? Give your opinion? (03)  
(b) In order to enhance the effectiveness of Goal-setting theory, which measures need to be adopted? (07)

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION, DECEMBER 2011: AFFILIATED COLLEGES  
BUSINESS COMMUNICATION – I: BA (H) – 441  
BS – III

**BS FOUR YEARS  
PROGRAM**

Date: December 28, 2011

Max Marks: 60

Max Time: 3 Hrs

**Instructions:** Attempt all question and do not write anything on the question paper.

- Q1 What is communication? Describe its process. (7)
- Q2 Why is communication important in business? (7)
- Q3 What are seven Cs of communication? Describe any two of them. (7)
- Q4 Name four barriers in business communication. Describe any two. (7)
- Q5 Describe process of listening. (7)
- Q6 Suppose you are applying for the post of Account Officer to the following job posted in Daily News. Design your resume along with a cover letter. (15)

**SITUATION VACANT ACCOUNTANT**

Applications are invited by Paper Manufacturing Company for the following  
Seats:

- 1- Chief Accountant : C.A. Finalist/A. C. M.A. with three years experience /  
C.A. (INT) / M.B.A./M. Com with five years experience
- 2- Accounts Officer : C.A. (INT) / M.B.A./M.Com with three years  
experience,  
Articles complete with seven years and B.Com with  
ten years experience.

Send your C.V. along with photographs  
latest by 6-10-2009 on the following address:-

Managing Director, Fazal Paper Mills (Private ) Ltd.  
10-K.M. Faisalabad Road, Okara Ph: 044-2661251

- Q7 Suppose you're a wholesaler of different dairy products. Write a letter to Gold Cows Co. which is a dairy company requesting information about different dairy products which they make. (10)

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION, DECEMBER 2011: AFFILIATED COLLEGES  
MONEY & BANKING: BA (H)-431  
BS-III

Date: December 30, 2011

Max Marks: 60

Time Allowed: 3 Hours

**Instructions:**

1. Attempt any Five Questions. All questions carry equal marks. Do not write anything on the question paper.
2. **Use of mobile phones or any other communicating device is not allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q1: a: What are the principles of lending? (6)  
b: Discuss M1, M2, M3 and L. (6)
- Q2: a: Define endorsement? (4)  
b: What are the different types of endorsement? (8)
- Q3: a: Define credit control? (4)  
b: What are the different methods of credit control which are adopted by the central bank? (8)
- Q4: a: What are the functions of commercial banks? (6)  
b: Discuss the types of commercial banks with reference to their function. (6)
- Q5: a: Define bill of exchange and its' types. What are the parties to a bill of exchange? (8)  
b: Discuss dishonour of a bill of exchange. (4)
- Q6: Write short notes on the following: (3 mark each)  
i- Negotiable instruments and non-negotiable instruments  
ii- Money and capital market  
iii- Fixed and floating exchange rates  
iv- Traveller's cheques and letter of credit

**END OF PAPER**

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

Date: December 18, 2011

Max Marks: 60

Max Time: 3hrs

**Note**

- Attempt five questions in all, where **Q-1 is compulsory**
  - For each new question use a new page
- 

- Q-1 (a) Comment on the statement “sound marketing is critical to success of every organization- large or small, for-profit or not-for-profit “. 06
- (b) With the help of examples briefly explain the following: (any three) 06  
(i) needs (ii) wants (iii) demands (iv) transactions (v) markets
- Q-2 (a) What is marketing information system? What it is used for? What are its parts? Explain. 06
- (b) Good decision making requires good data. Researchers can gather data by using the following research approaches: Observational research, survey research and experimental research. Discuss the approaches and at least give one practical example for each. 06
- Q-3 (a) Compare consumer markets with business markets. In what ways the two markets are similar and dissimilar? 05
- (b) Briefly explain the four types of consumer buying behavior. 04
- (c) Differentiate between “Straight Rebuy” and” Modified Rebuy” with the help of some practical examples. 03
- Q-4 (a) List and define in your own words the three steps of target marketing. 06
- (b) Give practical examples of each of the following: 02  
(i) convenience products (ii) shopping products (iii) specialty products (iv) unsought products
- (c) List down the primary function(s) of Packaging and Labeling. 04
- Q-5 (a) A company must consider four special service characteristics when designing a marketing program for services. What are those characteristics? Identify and explain briefly. 06
- (b) Discuss the product mix pricing strategies and give at least one practical example for each. 06
- Q-6 Write notes on the following: (any four) 12
- a) Integrated marketing communication
  - b) Buying unit
  - c) Marketing intermediaries and channel conflict
  - d) Marketing Communication mix
  - e) Marketing mix
  - f) Value Based and Cost Based Pricing

**Good Luck**

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

**Date: December 20, 2011**

**Max. Time: 3 Hours**

**Instruction: Attempt all questions**

**Max. Marks: 60**

Q.1(a) A production supervisor found that employees, on the average, complete a certain task in 15 minutes. The time required to complete the task,  $x$ , is approximately normally distributed with a standard deviation of 3 minutes. Find  $P(9.12 \leq x \leq 20.88)$

(b) A random sample of size 64 is drawn from a normal population with mean 10 and standard deviation 3. What is the probability that the mean of the sample is between 9 and 11?

Q.2(a) Define sampling distribution of sample mean with its properties.

(b) Draw all possible samples of size 2 without replacement from the population 2, 4, 6, 8, 10.

Verify that (i)  $E(\bar{x}) = \mu$  and (ii)  $V(\bar{x}) = \frac{\sigma^2}{n} \cdot \frac{N-n}{N-1}$

Q.3(a) Define (i) Type I and II errors (ii) Null and Alternate Hypothesis.

(b) Find a 95% confidence interval for the mean of a normal population if a random sample of 16 values with mean 41.5 inches and standard deviation 9 inches is drawn from this population.

(c) Given  $H_0 : \mu = 200$  and  $H_A : \mu > 200$

Suppose it is decided to use the following decision rule:

“Reject  $H_0$  if the mean of a random sample of size 100 is more than 212”.

Assume that population standard deviation is 80. Find the level of significance  $\alpha$ .

Q.4(a) Four techniques, A, B, C and D are currently used to forecast demand for their product or service. To find out whether 1 technique is preferred to any other, a random sample of 200 business units were asked which technique they preferred. Their responses are shown below:

A	B	C	D
48	68	45	39

Test the hypothesis that the preferences of the techniques are same. Use  $\alpha = 0.05$

(b) The following table shows the number of good and defective parts produced per hour on each of three shifts at a manufacturing plant.

Using the 0.05 level of significance, test the hypothesis that the number of defective parts produced is independent of the three shifts.

Parts	First Shift	Second Shift	Third Shift
Good	49	47	40
Defective	14	10	5

**continue page – 2**



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

**Date: December 22, 2011**

**Max Time: 3 Hrs**

**Max Marks: 60**

**Instructions:**

1. **ATTEMPT ANY FIVE QUESTIONS. Answer must be to the point. Do not write anything on the question paper.**
2. **Use of mobile phones or any other communicating device is not allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

**Question # 1**

- A. If you were the president of a large, publicly owned corporation, would you make decisions to maximize stockholders' welfare or your own personal interests? What are some actions stockholders could take to ensure that management's interests and those of stockholders coincided?
- B. Assume that you are serving on the board of directors of a medium-sized corporation and that you are responsible for establishing the compensation policies of senior management. You believe that the company's CEO is very talented, but your concern is that she is always looking for a better job and may want to boost the company's short-run performance (perhaps at the expense of long-run profitability) to make herself more marketable to other corporation. What effect would these concerns have on the compensation policy you put in place?
- C. If the overall stock market is extremely volatile, and if many analysts foresee the possibility of a stock market crash, how might these factors influence the way corporation choose to compensate their senior executives?

**Question # 2**

- A. What is an opportunity cost rate? How is this rate used in discounted cash flow analysis, and where is it shown on a time line? Is the opportunity rate is single number which is used in all situations?
- B. Find the future values of the following ordinary annuities:
  - a) FV of \$ 400 each 6 months for 5 years at a nominal rate of 12 percent, compounded semi-annually.
  - b) FV of \$ 200 each 3 months for 5 years at a nominal rate of 12 percent, compounded-quarterly.
  - c) The annuities described in parts (a) and (b) have the same amount of money paid into them during the 5-year period and both earn interest at the same nominal rate, yet the annuity in part (b) earns \$ 101.60 more than the one in part (a) over the 5 years. Why does this occur?

**Question # 3**

- A. A Treasury bond that matures in 10 years has a yield of 6 percent. A 10-year corporate bond has a yield of 8 percent. Assume that the liquidity premium on the corporate bond is 0.5 percent. What is the default risk premium on the corporate bond?
- B. The real risk-free rate is 3 percent. Inflation is expected to be 3 percent this year, 4 percent next year, and then 3.5 percent thereafter. The maturity risk premium is estimated to be  $0.0005 \times (t-1)$ , where  $t$ =number of years to maturity. What is the nominal interest rate on a 7-year Treasury security?
- C. Interest rate on 1-year Treasury security are currently 5.6 percent, while 2-year Treasury securities are yielding 6 percent. If the pure expectations theory is correct, what does the market believe will be the yield on 1-year securities 1 year from now?



**Question # 4:**

- A. Financial ratio analysis is conducted by four groups of analysts: managers, equity investors, long-term creditors, and short-term creditors. What is the primary emphasis of each of these groups in evaluating ratios?
- B. Profit margins and turnover ratios vary from one industry to another. What differences would you expect to find between a grocery chain such as Safeway and Steel Company? Think particularly about the turnover ratios, the profit margin, and the Du Pont equation.
- C. Ace Industries has current assets equal to \$ 3 million. The company's current ratio is 1.5, and its quick ratio is 1.0; what is the firm's level of current liabilities? What is the firm's level of inventories?

**Question # 5:**

- A. In what sense is the WACC an average cost? A marginal cost?
- B. Suppose a firm estimates its cost of capital for the coming year to be 10 percent. What might be reasonable costs of capital for average- risk, high-risk, and low-risk projects?
- C. Distinguish between beta (or market) risk, within-firm (or corporate) risk, and stand-alone risk for a potential project. Of the three measures, which is theoretically the most relevant, and why?

**Question # 6:**

- A. The Boudreaux Corporation has an inventory conversion period of 75 days, a receivables collection period of 38 days, and a payables deferral period of 30 days.
  - a) What is the length of the firm's cash conversion cycle?
  - b) If Boudreaux's annual sales are \$ 3,375,000 and all sales are on credit, what is the firm's investment in accounts receivable?
  - c) How many times per year does Boudreaux turn over its inventory?
- B. McDowell Industries sells on terms of 3/10, net 30. Total sales for the year are \$ 900,000. Forty percent of the customers pay on the 10<sup>th</sup> day and take discounts; the other 60 percent pay, on average, 40 days after their purchases.
  - a) What is the days sales outstanding?
  - b) What is the average amount of receivable?
  - c) What would happen to average receivable if McDowell toughened up on its collection policy with the result that all non-discount customers paid on the 30<sup>th</sup> day?
- C. Williams & Sons last year reported sales of \$ 10 million and an inventory turnover ratio of 2. The company is now adopting a just-in-time inventory system. If the new system is able to reduce the firm's inventory level and increase the firm's inventory turnover ratio to 5, while maintaining the same level of sales, how much cash will be freed up?

**END OF PAPER**

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

Date: December 24, 2011

Max Time: 3 Hrs  
Max Marks: 60

**INSTRUCTIONS:**

- 1. ATTEMPT ANY FIVE QUESTIONS. Answers must be relevant. Do not write anything on the question paper.**
- 2. Use of mobile phones or any other communicating device is not allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q1: (A) What are the characteristics of organisational culture? (6)  
(B) By which process organisational culture can be developed. (6)
- Q2: (A) Differentiate sensation and perception. (6)  
(B) Discuss the concept of halo effect. (6)
- Q3: (A) Define organisational reward? (4)  
(B) Discuss money as a reward. (8)
- Q4: (A) Define teams and groups? (4)  
(B) Differentiate negative and positive reinforcement. (8)
- Q5: (A) What do you understand by job satisfaction? (6)  
(B) List down the guidelines which can enhance job satisfaction. (6)
- Q6: (A) Define primary and secondary motives? (4)  
(B) What are the characteristics of attitude? (8)
- Q7: Write short notes on the following: (3 marks each)
1. Job design
  2. Personality
  3. Locus of control
  4. Self esteem

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION DECEMBER 2011; AFFILIATED COLLEGES  
BUSINESS & LABOR LAW: BA (H) – 452  
BS – IV

**Date: December 29, 2011**

**Max. Time: 3 Hours  
Max. Marks: 60**

**Instruction: Attempt any FIVE questions. All questions carry equal marks.**

- Q1.** Define Bailment. What are the rights and duties of Bailor and Bailee?
- Q2.** Define the term Partnership agreement also Discuss the partnership difference from Company, Private Company and Co-ownership.
- Q3.** What are the wage period and terms of payment under payment wages Act (1936)? Also discuss the claim for Unpaid Wages.
- Q4.** What do you know about sale by Auction also discuss difference between sale and agreement to sell.
- Q5.** What do you know about Noting and Protesting on Dishonor and Renewal and Retirement of Bill of Exchange?
- Q6.** Define the term Accident also discuss in detail Unfair Labor practices on the part of Employer and Employee.
- Q7.** What are the provision regarding Employment of Women and Children in factories act and Employers liability for compensation?

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION DECEMBER 2011; AFFILIATED COLLEGES  
COST ACCOUNTING; BA (H) – 511  
BS – V

**Date: January 1, 2012**

**Max Time: 3 Hrs**

**Max Marks: 60**

**Instructions:**

1. ATTEMPT ALL QUESTIONS. Do not write anything on the question paper.
2. **Use of mobile phones or any other communicating device is not allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

**Q.1** Selected data concerning last year's operations of Televans Company are as follows (000 omitted):

	Inventories	
	Beginning	Ending
Finished Goods	\$ 90	\$110
Work in Process	80	30
Materials	75	85
Other data:		
Materials used		\$326
Total manufacturing cost charged to jobs during the year (includes materials, direct labor, and factory overhead applied at a rate of 60% of direct labor cost)		686
Cost of goods available for sale		826
Marketing and administrative expenses		25

**Required:**

1. Cost of materials purchased.
2. Direct labor cost charged to production.
3. Cost of goods manufactured.
4. Cost of goods sold.

**Q.2** The following account balances were selected from the general ledger accounts of Thornton Manufacturing Company.

	December 1	December 31
Finished Goods	\$ 40,000	\$ 55,000
Work in Process	35,000	15,000
Materials	5,000	10,000
Factory Overhead Control	375,000	492,000
Applied Factory Overhead (applied at a rate of 75% of direct labor cost)	400,000	520,000
Cost of Goods Sold	600,000	975,000

Thornton's accounting year is the Calendar year.

**Required:**

1. Prepare Journal entries for the transactions that were entered in the above accounts for December.
2. Close over-or under applied factory overhead to Cost of Goods Sold.

**01/02**

**Q.3** Carmel Corporation uses the average process costing method. All spoilage that occurred in Department 2 during August was normal and applicable to all production. August cost data for Department 2 were as follows:

	Beginning <u>Inventory</u>	August Cost <u>Incurred</u>
Cost transferred from Department 1	\$ 12,000	\$ 89,200
Conversion cost	6,000	60,400

The Department 2 beginning inventory (  $\frac{2}{3}$  converted ) was 1,200 units and 8,000 units were transferred from Department 1. The ending inventory was 1,000 units (  $\frac{1}{2}$  converted), and 7,800 units were transferred to Department 3.

**Required:**

Prepare the August cost of Production report for Department 2.

**Q.4 (a)** Normal annual capacity for Remington Company is 60,000 units, with production being constant throughout the year. The October budget shows fixed factory overhead of \$ 2,500 and a variable factory overhead rate of \$ 2.50 per unit. During October, actual output was 4,800 units, with a total factory overhead of \$ 15,500.

**Required:**

Compute the spending and idle capacity variances.

**(b)** Kornbrant Company was totally destroyed by fire during June. However, certain fragments of its cost records with the following data were recovered: Idle capacity variance \$ 1,266 favorable; spending variance, \$ 879 unfavorable; and applied factory overhead \$ 16,234.

**Required:**

Determine (1) the budget allowance based on capacity utilize, and (2) the actual factory overhead.

**Q.5 (a)** The following data pertain to the first week of operations during the month of June:

Materials :     Actual purchases 1,500 units at \$ 3.60 per unit  
                   Actual usage 1,350 units  
                   Standard usage 1,020 units at \$ 4.00 per unit

Direct labor:   Actual hours 310 hours at \$ 12.10 per hour  
                   Standard hours 340 hours at \$ 12.00 per hour

**Required:**

Compute the following variance, indicating whether the variance are favorable or unfavorable.

- 1) Material purchase variance, price usage variance, and quantity variance.
- 2) Labor rate and efficiency variance.

**(b)** Bailey Inc. requires 6,750 containers next year at a list price of \$ 21 per container. The estimated carrying cost is 25% of average inventory, and the cost to place an order is \$ 20.

**Required:**

Compute the economic order quantity.

**END OF PAPER**

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

**Date: January 3, 2012**

**Max Time: 3 Hrs**

**Instructions:**

**Max Marks: 60**

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

- Q1: Define the following terms: [05 Marks]  
(a) Resources (b) Productivity (c) Ecology (d) Lithosphere (e) Biodiversity
- Q2: Explain in detail the characteristics of stratosphere. [05 Marks]
- Q3: Describe how nutrients are recycled in an ecosystem. [05 Marks]
- Q4: Describe biomes and its types. [05 Marks]
- Q5: How are natural resources depleted and why is the depletion of resource, a global concern? [05 Marks]
- Q6: a) Discuss global environmental crises. [05 Marks]  
b) What are the causes of global environmental crises? [05 Marks]
- Q7: What do you understand by environmental sustainability? [05 Marks]
- Q8: Comment on environmental ethics, how culture, education and religious belief helps the controlling environmental pollution? [05 Marks]
- Q9: Why it is necessary to preserve a specie? Describe different methods for the preservation of Biotechnology? [05 Marks]
- Q10: Discuss any two of the following: [10 Marks]  
a) Aquatic Ecosystem  
b) Terrestrial Ecosystem  
c) Ecosystem Degradation

**END OF PAPER**

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

Date: January 5, 2012

Max Marks: 60

Max Time: 3 hrs

**Instruction:**

1. Attempt any FOUR questions, all carry equal marks. Do not write anything on question paper.
2. Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.

- |     |   |   |       |
|-----|---|---|-------|
| Q-1 | a | Why Emile Durkheim is famous for in sociology. Describe Briefly.  | [05]  |
|     | b | Looking over the scope of sociology how in your opinion it can be helpful for a student of management sciences to understand society? | [10]  |
| Q-2 |   | Discuss Functionalistic and Conflict perspectives. Also list their differences.   | [15]  |
| Q-3 | a | What do you understand by the concept "culture as a system of norms"?   | [7.5] |
|     | b | What is the functional role of culture in societies?  | [7.5] |
| Q-4 | a | What is ethnology?  | [03]  |
|     | b | Discuss the sociological importance of any two major social institutions, important from Pakistani perspective.                       | [12]  |
| Q-5 | a | Discuss various theories of socialization   | [7.5] |
|     | b | Discuss the role of various agencies of socialization.  | [7.5] |
| Q-6 | a | Discuss what are the major factors of socio-cultural change necessary for the development process of Pakistani society?               | [10]  |
|     | b | Describe briefly some important impediments (obstacle) in the process of socio-cultural change.                                       | [05]  |

**Good Luck**

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

**Date: January 7, 2012**

**Max Time: 3 Hrs**

**Instruction:**

**Max Marks: 60**

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

**Q1:** What are the major export and import items of Pakistan? Suggest measures to reduce trade deficit of the country.

**Q2:** Identify the main factors that have been responsible for the slow rate of development of Pakistan economy.

**Q3:** Examine the case for against ceilings on land holdings in Pakistan from economic and social point of view. Mention the steps taken in Pakistan in this respect.

**Q4:** Trace the growth performance of industrial sector in Pakistan and discuss the constraint on industrial development in the country.

**Q5:** What is meant by population explosion? Examine the causes of population explosion in Pakistan.

**Q6:** What are the main components of government budget? Suggest measures to reduce budget deficit of the country.

**Q7:** Write short notes any TWO of the following:

- a. Benefits of Globalization
- b. Impacts of Urbanization
- c. Causes of Unemployment
- d. Costs of Inflation

**END OF PAPER**



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

**Date: January 11, 2012**

**Max Time: 3 Hrs**

**Max Marks: 60**

**Instruction:**

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

**Question # 1**

- a) What is meant by the term Protocol in computer networks? What is the role of protocols in managing the communication channel for the electronic commerce?
- b) What are the different challenges that are being faced by B2C E-Commerce? Justify your answer

**Question # 2**

- a) What is meant by the term Business Process Re-Engineering(BPR)? What is the role of BPR in E-Commerce
- b) Define Electronic Data Interchange (EDI). How does it helps in business transactions?

**Question # 3**

- a) Differentiate between internet and web. How internet is helpful in different business applications? Give examples and justify your answer.
- b) Differentiate between, Internet / Intranet / Extranet

**Question # 4**

- a) How information retrieval is being made easy by the internet for the business purposes? What are the different web applications that are used for this purpose?
- b) Define Transaction Processing System (TPS). What role does the servers play in creating a TPS

**01/02**

**Question # 5**

- a) Differentiate between
  - i. P2P & B2B
  - ii. P2S2P & G2S
  - iii. S2S & C2C
  - iv. B2C & B2E
  
- b) Define the following
  - i. EFTS (Electronic Funds Transfer System)
  - ii. Online Payments
  - iii. e–cash

**Question # 6**

Differentiate between any 5 the following

- i. Direct Marketing *versus* Indirect Marketing
- ii. Full Cyber Marketing *versus* Partial Cyber Marketing
- iii. Electronic Store *versus* Electronic Shopping Mall
- iv. Electronic Distributor *versus*. Electronic Broker
- v. Generalized e–Malls/Stores *versus* Specialized e–Malls/Stores
- vi. Proactive *versus* Reactive Strategic Posture Toward Cyber Marketing
- vii. Global *versus* Regional Marketing
- viii. Sales *versus* Customer Services

**Question # 7**

- a) What is meant by the term intermediary? How the firms conduct business in the intermediary oriented market?
  
- b) Define Virtual Corporations. How virtual corporations could opt for brick and mortar model?

**Question # 8**

- a) Define Change Management. Why the organizations consider change management to be a very important aspect of their growth? Why the employees are usually reluctant to change management
  
- b) What is the overall impact of opting E–Commerce strategy in a business? What is the role of Government in E–Commerce model?

**02/02**

**END OF PAPER**

**WISH YOU THE BEST OF LUCK**

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

Date: January 13, 2012

Max Time: 3 Hrs  
Max Marks: 60

**Instructions:**

1. **ATTEMPT ANY FIVE QUESTIONS. Do not write anything on the question paper.**
2. **Use of mobile phones or any other communicating device is not allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q. 1.** B. Davis Industries must choose between a gas-powered and an electric-powered forklift truck for moving materials in its factory. Since both forklifts perform the same function, the firm will choose only one. (They are mutually exclusive investments.) The electric-powered truck will cost more, but it will be less expensive to operate; it will cost \$22,000, whereas the gas-powered truck will cost \$17,500. The cost of capital that applies to both investments is 12 percent. The life for each type of truck is estimated to be 6 years, during which time the net cash flows for the electric-powered truck will be \$6,290 per year and those for the gas-powered truck will be \$5,000 per year. Annual net cash flows include depreciation expenses. Calculate the NPV and IRR for each type of truck, and decide which to recommend.
- Q. 2.** Javits & Sons' common stock is currently trading at \$30 a share. The stock is expected to pay a dividend of \$3.00 a share at the end of the year ( $D_1 = \$3.00$ ), and the dividend is expected to grow at a constant rate of 5 percent a year. If the company were to issue external equity, it would incur a 10 percent flotation cost. What are the costs of internal and external equity?
- Q.3.** The Calgary Company is attempting to establish a current assets policy. Fixed assets are \$600,000, and the firm plans to maintain a 50 percent debt-to-assets ratio. The interest rate is 10 percent on all debt. Three alternative current asset policies are under consideration: 40, 50, and 60 percent of projected sales. The company expects to earn 15 percent before interest and taxes on sales of \$3 million. Calgary's effective federal-plus-state tax rate is 40 percent. What is the expected return on equity under each alternative?
- Q.4.** You just started your first job, and you want to buy a house within 3 years. You are currently saving for the down payment. You plan to save \$5,000 the first year. You also anticipate that the amount you save each year will rise by 10 percent a year as your salary increases over time. Interest rates are assumed to be 7 percent, and all savings occur at year end. How much money will you have for a down payment in 3 years?
- Q.5.** The Patrick Company's cost of common equity is 16 percent. Its before-tax cost of debt is 13 percent, and its marginal tax rate is 40 percent. The stock sells at book value. Using the following balance sheet, calculate Patrick's after-tax weighted average cost of capital:

ASSETS		LIABILITIES AND EQUITY	
Cash	\$ 120		
Accounts receivable	240		
Inventories	360	Long-term debt	\$1,152
Plant and equipment, net	2,160	Equity	1,728
<b>Total assets</b>	<b>\$2,880</b>	<b>Total liabilities and equity</b>	<b>\$2,880</b>

- Q.6. (A).** Stock R has a beta of 1.5, Stock S has a beta of 0.75, the expected rate of return on an average stock is 13 percent, and the risk-free rate of return is 7 percent. By how much does the required return on the riskier stock exceed the required return on the less risky stock?
- (B).** Suppose  $k_{RF} = 5\%$ ,  $k_M = 10\%$ , and  $k_A = 12\%$ .
- a. Calculate Stock A's beta.
  - b. If Stock A's beta were 2.0, what would be A's new required rate of return?

**END OF PAPER**

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

Date: December 31, 2011

Max Time: 3 Hrs

Max Marks: 60

**INSTRUCTIONS:**

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

- Q1. Briefly explain the role of entrepreneurship in economic development? [10]
- Q2. What are the schools of thoughts that use the micro view of entrepreneurship? [10]
- Q3. Entrepreneurial Strategic Orientation needs portfolio diversification. Explain with suitable example? [10]
- Q4. (a) What are the differences between Entrepreneurial Marketing and 'Ordinary' Marketing? [05]  
(b) Product quality and design main instrument for entrepreneurial marketing strategies briefly explain? [05]
- Q5. (a) Briefly explain the role of SMEs in dispersal of economic activities across the country? [05]  
(b) What are the major financial & marketing problems of SMEs? [05]
- Q6. (a) Incremental innovation are the better ways of doing entrepreneurial business rather than radical innovation? Why? [05]  
(b) Explain the stage – gate process of Innovation? [05]
- Q7. (a) What are the phases of entrepreneurial process? [05]  
(b) How entrepreneurial management differs from professional management style? [05]
- Q8. How motivation & compensation plays a vital role for entrepreneurial success? [10]

**END OF PAPER**

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

Date: January 2, 2012

Max Time: 3 hrs

Max Marks: 60

**Instruction:**

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

- Q.1. Differentiate between operation strategy and operation management, also discuss the different levels of management decisions that fall within the operation functions, supporting your answer through appropriate examples.
- Q.2. (a) Define the term 'process' from an operational perspective; also enumerate and discuss the significance of process categorization.
- (b) Distinguish between make-to-order and make-to-process.
- Q.3 (a) Technological advancements have dramatically revolutionized the way businesses are operating today, describe how industrial managers can employ tools such as CAD/CAM to shorten developmental cycles and modify sophisticated designs.
- (b) How does computerized PERT and CPM reports help an organization to control its resources and cost?
- Q.4 (a) Explain the role of six sigma in assessing the capability of a process.
- (b) What are the major factors that need to be considered in plant location.
- Q.5 (a) Explain the term capacity cushion also discuss its merits and demerits.
- (b) How does employee involvement help organization control its quality from the inception of product design to final packaging?

**END OF PAPER**

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

**Date: January 4, 2012**

**Max Time: 3 Hrs**

**Instruction:**

**Max Marks: 60**

- 1. Attempt any FIVE (5) Questions. All carry equal marks. Do not write anything on question paper.**
  - 2. Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**
- Q1. The choice of a base for segmenting consumer market's depends on its relevance for differentiating the buying patterns of consumer groups in a particular market. What might be a relevant base(s) for segmenting the market for banking and financial services?
- Q2. Life Style studies have showed a positive trend in the attitude that "meal preparation should take as little time as possible". How might this attitude affect the sales of "Frozen Chicken" and "Shan Masala Packets"?
- Q3. Suppose you have planned to buy a car; Explain the stages of buying process through which you will go before making the final decision.
- Q4. What might happen if a company does not analyze the marketing environment? Explain the various factors that affect marketing environment.
- Q5. Discuss the changes in promotion level and mix in the different stages of the product life cycle.
- Q6. Explain the different steps involved in the communication process.

**END OF PAPER**

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

**Date: January 6, 2012**

**Max Time: 3 Hrs**

**Instruction:**

**Max Marks: 60**

- 1. Attempt ALL Questions. Do not write anything on the question paper.**
  - 2. Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**
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Q1. Define the advantages and disadvantages of Personal Interview.

Q.2

- a) Define the three factors important in determining the size of a sample for questions involving means.
- b) Suppose a researcher studying expenditures on lipstick wishes to have a 95 percent confidence level and an error not exceeding Rs, 2.00. If the estimate of standard deviation is Rs 29.00, calculate the sample size.  
(Note: consider **Z** value at 95 percent confidence level as 1.96.)

Q.3. Briefly define the five most popular techniques for measuring attitude.

Q.4. The company manufacturing and supplying 'Teeth Whitener' a famous brand of toothpaste is interested in knowing its market position. As a professional in the area of research prepare a **BRIEF** proposal considering the sequence and sections required for it. Make appropriate assumptions in preparing the required document.

Q.5. List, in sequential order the series of questions that should be asked to evaluate secondary data. Support your answer through the schematic diagram.

Q.6. Define any one of the following experimental designs. Illustrate examples to substantiate your understanding

- A. Randomized Blocks Design
- B. Latin Square Designs
- C. Factorial Design

**END OF PAPER**

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

**Date: January 8, 2012**

**Max Time: 3 Hrs**

**Instruction:**

**Max Marks: 60**

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

- Q:1** (a) Discuss the nature of job analysis, including what it is and how it's used.  
(b) Explain at least two methods of collecting job analysis information.
- Q:2** (a) How can career development foster employee commitment?  
(b) What do you understand by the following terms.
1. Job rotation
  2. Career anchors
  3. Job enrichment
  4. Job enlargement
  5. Dejobbing
- Q:3** (a) Explain what human resource management (HR) is and how it relates to the management process.  
(b) Illustrate the HR management responsibilities of line and staff (HR) managers.
- Q:4** Briefly explain advantages and disadvantages of internal recruitment.
- Q:5** Describe the main incentives for managers and executives.
- Q:6** Describe the appraisal process. How many performance appraisal tools are there?
- Q:7** Explain how to deal with important occupational health problems.

**END OF PAPER**



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

**Date: January 10, 2012**

**Max Time: 3 Hrs**

**Max Marks: 60**

**Instructions:**

1. ATTEMPT ALL QUESTIONS. Do not write anything on the question paper.
2. **Use of mobile phones or any other communicating device is not allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

**Q# 1:** Frankel Ltd., a British merchandising firm, is the exclusive distributor of a product that is gaining rapid market acceptance. The company's revenues and expenses for the last three months are given below:

**FRANKEL LTD.**  
**Comparative Income Statement**  
**For the Three Months Ended June 30**

	April	May	June
Sales in units .....	3,000	3,750	4,500
Sales revenue .....	Rs 420,000	Rs 525,000	Rs 630,000
Less cost of goods sold .....	<u>168,000</u>	<u>210,000</u>	<u>252,000</u>
Gross margin .....	<u>252,000</u>	<u>315,000</u>	<u>378,000</u>
Less operating expenses:			
Shipping expenses .....	44,000	50,000	56,000
Advertising expenses .....	70,000	70,000	70,000
Salaries and commission .....	107,000	125,000	143,000
Insurance expense .....	9,000	9,000	9,000
Depreciation expense .....	<u>42,000</u>	<u>42,000</u>	<u>42,000</u>
Total operating expenses .....	<u>272,000</u>	<u>296,000</u>	<u>320,000</u>
Net operating income (loss)	<u>Rs (20,000)</u>	<u>Rs 19,000</u>	<u>Rs 58,000</u>

**Required:**

1. Identify each of the company's expenses (including cost of goods sold) as either variable, fixed or mixed.
2. Using the high low method, separate each mixed expense into variable and fixed elements. State the cost formula for each mixed expense.
3. Redo the company's income statement at the **5250 unit level** of activity using the contribution format.

**Q # 2:** Reveen Products sells camping equipment. One of the company's products, a camp lantern, sells for \$90 per unit. Variable expenses are \$63 per lantern, and fixed expenses associated with the lantern total \$135,000 per month.

**Required:**

1. Compute the company's break-even point in number of lanterns and in total sales dollars.
2. If the variable expenses per lantern increase as a percentage of the selling price, will it result in a higher or lower break-even point? Why? (Assume that the fixed expenses remain unchanged.)
3. At present the company is selling 8,000 lanterns per month. The sales manager is convinced that a 10% reduction in the selling price will result in a 25% increase in the number of lanterns sold each month. Prepare two contribution income statements, one under present operating conditions, and one as operations would appear after the proposed changes. Show both total and per unit data on your statements.
4. Refer to the data in (3) above. How many lanterns would have to be sold at the new selling price to yield a minimum net operating income of \$72,000 per month?

**Q # 3:** Miyamoto Jewellers is considering a special order for 10 handcrafted gold bracelets to be given as gifts to members of a wedding party. The normal selling price of a gold bracelet is \$780 and its unit product cost is \$528 as shown below:

Materials	\$ 286
Direct labor	172
Manufacturing overhead	<u>70</u>
Units product cost	<u>\$ 528</u>

Most of the manufacturing overhead is fixed and unaffected by variations in how much jewellery is produced in any given period. However, \$14 of the overhead is variable with respect to the number of bracelets produced. The customer who is interested in the special bracelet order would like special filigree applied to the bracelets. This filigree would require additional materials costing \$12 per bracelet and would also require acquisition of a special tool costing \$ 930 that would have no other use once the special order is completed. This order would have no effect on the company's regular sales and the order could be fulfilled using the company's existing capacity without affecting any other order.

**Required:**

What effect would accepting this order have on the company's net operating income if a special price of \$700 is offered per bracelet for this order? Should the special order be accepted at this price?

**Q # 4:** The direct labor budget of Krispin Corporation for the upcoming fiscal year contains the following details concerning budgeted direct labor-hours.

	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
Budgeted direct labor-hours	5,000	4,800	5,200	5,400

The company's variable manufacturing overhead is \$1.75 per direct labor-hour and the company's fixed manufacturing overhead is \$35,000 per quarter. The only noncash item included in the fixed manufacturing overhead is depreciation, which is \$15,000 per quarter.

**Required:**

1. Construct the company's manufacturing overhead budget for the upcoming fiscal year.
2. Compute the company's manufacturing overhead (including both variable and fixed manufacturing overhead) for the upcoming fiscal year. Round off to the nearest whole cent.

**Q # 5:** Aspen Products, Inc., began production of a new product on April 1. The company uses a standard cost system and has established the following standards for one unit of the new product:

	<b>Standard Quantity</b>	<b>Standard Price or Rate</b>	<b>Standard Cost</b>
Direct materials	3.5 feet	\$6 per foot	\$21
Direct labor	0.4 hours	\$10per hour	\$4

During April, the following activity was recorded relative to the new product:

- a) Purchased 7,000 feet of material at a cost of \$5.75 per foot.
- b) Used 6,000 feet of material to produce 1,500 units of the new product.
- c) Worked 725 direct labor-hours on the new product at a cost of \$8,120.

**Required:**

1. For materials:
  - a) Compute the direct material price and quantity variances.
  - b) Prepare journal entries to record the purchase of material and the use of the materials in production.
2. For direct labor:
  - a) Compute the direct labor rate and efficiency variances.
  - b) Prepare journal entries to record the incurrence of direct labor cost for the month.

**END OF PAPER**

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

**Date: January 1, 2012**

**Max Time: 3 Hrs**

**Instructions:**

**Max Marks: 60**

1. Attempt all questions. Do not write anything on question paper
2. **Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

Q#1 (a) What are the major characteristics of consumer attitudes? Assumes an attitude regarding a cell phone and use this as an example to demonstrate each characteristic? (06)

(b) Every consumer is unique, and any study that concentrates on the "average" consumer is meaningless. Comments on this statement? (06)

Q#2 (a) Does the PSYCHOANALYTIC theory of personality have practical application in the marketing of cars that have a top speed of 120 mph when the speed limit on most Pakistani highways is 70 mph or less? (06)

(b) How can a marketer for a chain of health clubs use the VALS segmentation profiles to develop an advertising campaign? (12)

Q#3 How are market segmentation, targeting and positioning interrelate? Illustrate how these three concepts can be used to develop a marketing strategy for a fast food restaurant? (12)

Q#4 Select any three most popular FMCG brands and indicate two most important demographic, social and psychographic factors affecting the purchase decision and place the six elements in order of preferences with respect to their impact on purchase decision? (12)

Q#5 How do brands/companies use the concept of consumer perception in marketing? Explain with example. (12)

**END OF PAPER**

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

Date: January 3, 2012

Max. Time: 3 Hrs  
Max Marks 60

**Instruction:**

1. Attempt FIVE questions, where Q1 is compulsory. Do not write anything on question paper.
2. Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.

**Question # 1**

**Case**

A waiter takes an order at a table, and then enters it online via one of the six terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area: the cold item printer if it is a *salad*, the hot-item printer if it is a hot *sandwich* or the bar printer if it is a *drink*. A customer's meal check-listing (bill) the items ordered and the respective prices are automatically generated. This ordering system eliminates the old three-carbon-copy guest check system as well as any problems caused by a waiter's handwriting. When the kitchen runs out of a food item, the cooks send out an 'out of stock' message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters faster feedback, enabling them to give better service to the customers. Other system features aid management in the planning and control of their restaurant business. The system provides up-to-the-minute information on the food items ordered and breaks out percentages showing sales of each item versus total sales. This helps management plan menus according to customers' tastes. The system also compares the weekly sales totals versus food costs, allowing planning for tighter cost controls. In addition, whenever an order is voided, the reasons for the void are keyed in. This may help later in management decisions, especially if the voids consistently related to food or service. Acceptance of the system by the users is exceptionally high since the waiters and waitresses were involved in the selection and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was chosen.

**Queries:**

- a) In the light of the system, describe the decisions to be made in the area of strategic planning, managerial control and operational control? What information would you require to make such decisions?
- b) What would make the system a more complete MIS rather than just doing transaction processing?
- c) Explain the probable effects that making the system more formal would have on the customers and the management.

**Question # 2**

Differentiate Between CBIS and Manually operated IS? What advantage does the Information System provides over the traditional Manual filing system

**Question # 3**

What support does the management system provides to the different managerial roles? Discuss each management category with respect to Information System support.

**Question # 4**

What are the different necessary components of Information System infrastructure? Why do they need business planning at the strategic management level?

**Question # 5**

Define and describe the Database and what is the primary role of Database management system in creating a database? How does it support the Information System?

**Question # 6**

Define change management. What is the importance of change management in the success/failure of Information System?

**Question # 7**

Define competitive advantage with respect to information technology. What competitive advantage does the Information System provides to an organization over the other competitors.

**END OF PAPER**

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

**Date: January 5, 2012**

**Max Time: 3 Hrs**

**Instruction:**

**Max Marks: 60**

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

Q.1. Define the following:

- i. Business ethics
- ii. Ethical Relativism
- iii. Morality
- iv. Conscience
- v. Whistle-blowing

Q.2. Discuss the philosophy of egoism, psychological egoism and the objections philosophers had proposed against it.

Q.3. Explain the term capitalism, discussing its key features and criticisms associated to it.

Q.4. What are the traditional and contemporary view of corporate responsibility, how does it come into conflict with Friedman view and stockholders wealth maximization concept.

Q.5. How ethics program and corporate culture are interrelated in making a successful organization, what steps an organization can undertake in successfully implementing the above programs.

**END OF PAPER**

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

Date: December 31, 2011

Max Time 3 Hrs  
Max. Marks 60

**Instructions:**

1. Attempt FIVE questions in all, where **Q-1 is Compulsory**. Do not write anything on question paper.
2. Start each new question on a new page.
3. **Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q-1 Strategic Management is a complex, time consuming and demanding process, even then both academicians and practitioners believe that strategic management is crucial to success of any organization. What is your view point? discuss 12
- Q-2 (a) Discuss the importance of “environmental scanning” from a strategist’s point of view. Should it be an ongoing process or one time activity? Why? 08
- (b) Define the following terms in your own words: (any four) 04
- (i) Mergers (ii) Hostile Take Overs (iii) Rituals (iv) Matrix Structure (v) Decentralization
- Q-3 (a) Differentiate between a Vision statement and a Mission statement. Why an organization should have a clear and comprehensive mission statement? 06
- (b) Write a brief but comprehensive mission statement for your university 06
- Q-4(a) What is “Portfolio Analysis”? How can the analysis affect an organization’s choice of strategy? Briefly explain with the help of a practical example 07
- (b) Strategists make very sensitive and important decisions. In what type of decision situations “intuition” will be more useful for a strategist as compared to analysis? explain 05
- Q-5 (a) Compare strategy formulation with strategy implementation. Which is more difficult and complex in nature? Why? 08
- (b) Richard Rumelt proposed four criteria that could be used to evaluate a strategy. What are those criteria? list and briefly explain 04
- Q-6 (a) Given below are the definitions of various strategies. Name the strategies, and give at least one practical example of use of each strategy 04
- (i) Adding new but related products or services
- (ii) Introducing present products or services into new geographical area
- (iii) Seeking ownership or increased control over competitors
- (iv) Adding new but unrelated products or services
- (b) Write short notes on the following: (any four) 08
- A. Delaying
- B. Critical Success Factors
- C. Michael Porter’s Five Forces Model
- D. Management by Objectives
- E. Policies
- F. Reengineering

**Good Luck**