

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

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGES
BUSINESS COMMUNICATION – II; BA (M)–502 (PART B)
MBA – II**

Date: June 16, 2015

Max Time: 30 Mins

Max Marks: 10

INSTRUCTIONS:

- 1. Attempt ALL questions. Do not write anything on the question paper.**
- 2. Give brief answers to the following questions. Answers more than 03 lines will not be considered for checking / marking.**
- 3. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q1. List the basic heads required for preparing for job negotiation.
- Q2. Why is self-assessment important before drafting a resume?
- Q3. What might be the purpose of informal meetings?
- Q4. Discuss the various phases of problem solving.
- Q5. List the various kinds of informative speaking.
- Q6. List the various kinds of persuasive speaking.
- Q7. What is dyadic communication?
- Q8. What are the responsibilities of an interviewee?
- Q9. Highlight the various steps involved in preparing effective oral presentation.
- Q10. Pen down the chronology of an interview.

END OF SUBJECTIVE PAPER

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**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGE
COMPUTER APPLICATION TO BUSINESS; BA (M)-512 (PART B)
MBA-II**

Date: June 25, 2015

Max Time: 2 Hrs

Max Marks: 30

INSTRUCTIONS:

- 1. Attempt any 4 questions. Do not write anything on the question paper.**
- 2. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q.1 Explain and Illustrate how does Electronic Fund Interchange (EDI) works in e-Commerce, enlist potential advantages and disadvantages of EDI.
- Q.2 Briefly explain the role of computer technology in workflow management regarding Client Profile management, Sales tracking and Vender management.
- Q.3 What are the impacts of e-Commerce on business? Also explain the functionality of B2B, G2S and S2S e-Commerce Model with suitable examples.
- Q.4 a) Describe how does Computers used for tactical activities in Organizations.
b) Illustrate how does intranet works? Enlist advantages of Intranet.
- Q.5 Describe how does following computer technological tools benefits business productivity:
- a) E-Marketing
 - b) Advance functions of Power point software
 - c) Excel is used for financial modeling

END OF SUBJECTIVE PAPER

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Student Name: _____ Seat No: _____

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**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGES
FINANCIAL ACCOUNTING; BA (M)-522 (PART B)
MBA – II**

Date: June 23, 2015

Max Time: 2 Hrs

Max Marks: 30

INSTRUCTIONS:

1. Attempt 4 questions where Q1 is compulsory.
2. Do not write anything on the question paper.
3. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.

Q1 On the basis of the following data for Teller Co. for 2008 and the preceding year ended December 31, 2008, prepare a statement of cash flows. Use the indirect method of reporting cash flows from operating activities. Assume that equipment costing Rs 125,000 was purchased for cash and equipment costing Rs 85,000 with accumulated depreciation of Rs 65,000 was sold for Rs 15,000; that the stock was issued for cash; and that the only entries in the retained earnings account were net income of Rs 51,000 and cash dividends declared of Rs 13,000.

	Year <u>2008</u>	Year <u>2007</u>
Cash	Rs 100,000	Rs 78,000
Accounts receivable (net)	78,000	85,000
Inventories	101,500	90,000
Equipment	410,000	370,000
Accumulated depreciation	<u>(150,000)</u>	<u>(158,000)</u>
	<u>Rs 539,500</u>	<u>Rs 465,000</u>
Accounts payable (merchandise creditors)	Rs 58,500	Rs 55,000
Cash dividends payable	5,000	4,000
Common stock, Rs 10 par	200,000	170,000
Paid-in capital in excess of par-- common stock	62,000	60,000
Retained earnings	<u>214,000</u>	<u>176,000</u>
	<u>Rs 539,500</u>	<u>Rs 465,000</u>

Q.2. For a business that makes advance provision for uncollectible receivables

- (a) Journalize the entries to record the following:
 - (1) Record the adjusting entry at December 31, the end of the fiscal year, to provide for doubtful accounts. The accounts receivable account has a balance of Rs 800,000, and the contra asset account before adjustment has a debit balance of Rs 600. Analysis of the receivables indicates doubtful accounts of Rs 20,000.
 - (2) In March of the following fiscal year, the Rs 550 owed by Flake Co. on account is written off as uncollectible.
 - (3) Eight months later, Rs 200 of the Flake Co. account is reinstated and payment of that amount is received.
 - (4) In October, Rs 400 is received on the Rs 600 owed by Doe Co. and the remainder is written off as uncollectible.
- (b) Based on the data in (a) (1) above, what is the net realizable value of the accounts receivable as reported on the balance sheet as of December 31?
- (c) Assuming that the business had been following the direct write-off procedure in accounting for uncollectible receivables, journalize the entries to record the following:
 - (1) Recorded the write-off of account of Flake Co. [(a) (2) above].
 - (2) Reinstated account of Flake Co. for Rs 200 and recorded payment of that amount received [(a) (3) above].
 - (3) Recorded the receipt of Rs 400 from Doe Co. in (a) (4) above and wrote off the remainder owed as uncollectible.

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Q.3 a) Journalize the following entries on the books of the borrower and creditor. Label accordingly.

- Jun. 1 Roberts Co. purchased merchandise on account from Wright Co., Rs 60,000, terms n/30.
- Jun. 30 Roberts Co. issued a 60-day, 5% note for Rs 60,000 on account.
- Aug. 29 Roberts Co. paid the amount due.

- b) On the first day of the current fiscal year, Rs 1,000,000 of 10-year, 7% bonds, with interest payable semiannually, were sold for Rs 1,050,000. Present entries to record the following transactions for the current fiscal year:
- (a) Issuance of the bonds.
 - (b) First semiannual interest payment.
 - (c) Amortization of bond premium for the year, using the straight-line method of amortization.

Q.4 Equipment acquired at a cost of Rs 126,000 and a book value of Rs 42,000. Journalize the disposal of the equipment under the following independent assumptions.

- (a) The equipment had no market value and was discarded.
- (b) The equipment is sold for Rs 53,000.
- (c) The equipment is sold for Rs 27,000.
- (d) The equipment is traded-in for a similar asset. The list price of the new equipment is Rs63,000.

Q.5 Company reports the following:

Net income	Rs 240,000
Preferred dividends	Rs 10,000
Shares of common stock outstanding	20,000
Market price per share of common stock	Rs 35.00

Determine the company's price-earnings ratio. Round your answer to one digit after the decimal place.

END OF SUBJECTIVE PAPER

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**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGES
BUSINESS STATISTICS; BA (M)-532 (PART B)
MBA – II**

Date: June 18, 2015

Max Time: 60 Mins

Max Marks: 30

INSTRUCTIONS:

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

Q1 Give reason why

- i. The Mutually exclusive events are not independent.
- ii. In binomial distribution mean always greater than variance.
- iii. For open ended class interval Arithmetic mean cannot be calculated.
- iv. Coefficient of variation is independent of scale but dependent on origin.
- v. Six students shake-hand with each other and exchange their ID cards: give reason why handshaking is combination and exchange of ID cards is permutation

Q2 In an mathematics class of 30 children, 10 likes algebra, 5 likes trigonometry and 15 likes geometry. A child is picked at random, calculate probability that the child likes

- i. Algebra
- ii. Both algebra and geometry
- iii. Either Trigonometry or geometry

If two children are picked at random calculate the probability that

- i. Both take geometry
- ii. One takes algebra and other takes trigonometry

Q3 A girl noted the waiting time for the school bus on 30 mornings, following data were obtained.

Time in min	1--4	5--8	9-- 12	13--16	17--20
Frequency	3	6	10	7	4

- i. What is the total time she waited for bus in a month
- ii. Calculate mean and variance
- iii. Calculate coefficient of variation
- iv. What will be the effect on coefficient of variation, if the time noted in seconds instead of minutes.

END OF SUBJECTIVE PAPER

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**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGE
INTRODUCTION TO MARKETING; BA (M)-542 (PART B)
MBA-II**

Date: June 20, 2015

Max Time: 90 Mins

Max Marks: 30

INSTRUCTIONS:

- 1. Attempt any 5 questions. Do not write anything on the question paper.**
- 2. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q.1. In the prescribed text, it was discussed that the traditional marketing mix (4Ps) can be extended to 7Ps. Discuss this extended mix by describing each 'P' in detail?
- Q.2. Do you agree that women's clothing is shifting away from shopping goods classification? Explain.
- Q.3. Identify and describe the bases for segmentation in detail. Also give an example of segmentation variables for each base?
- Q.4. What are the different modes of entry for international marketing managers?
- Q.5. Who are laggards and early adopters in adoption of innovations?
- Q.6. What is meant by Price .What factors should be considered while setting Price?
- Q.7. Discuss the product life cycle (PLC) in detail by describing each phase and also making mention of at least one marketing strategy that would be most appropriate during each stage
- Q.8. Write down any five reasons of "why would a producer use wholesalers rather than selling directly to consumers or retailers"?

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**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGES
HUMAN RESOURCE MANAGEMENT; BA (M)-552 (PART B)
MBA – II**

Date: June 27, 2015

**Max Time: 60 Mins
Max Marks: 20**

INSTRUCTIONS:

- 1. Attempt ALL questions. Do not write anything on the question paper.**
- 2. Give brief answers to the following questions. Answers more than 03 lines will not be considered for checking / marking.**
- 3. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q1. Simulation is an off-the-job training. Explain it and give at least two examples where it can be best used?
- Q2. Why is Job Analysis considered as one of the most important function of Human Resource?
- Q3. How does societal element impact job designing?
- Q4. Why do you think internal recruitment can be more economical than external recruitment?
- Q5. How is job rotation used for training?
- Q6. How may 'Exit Interview' be an advantage for an organization?
- Q7. How does performance standard serve as a benchmark for performance appraisal?
- Q8. How may economical shifts impact future demand of Human Resource?
- Q9. How can ergonomics influence optimal productivity?
- Q10. Today EEO has become an emerging challenge for HR Department. Explain how?
- Q11. What benefit is drawn from 'Application Blank'?
- Q12. What may be the reason for giving a blind ad. ?
- Q13. Why is a majority of organization today preferring to outsource trainers?
- Q14. For what type of hiring do you think structured interview would be more feasible?
- Q15. How does a diversified workforce test HR capabilities?
- Q16. Explain the use of 'Replacement Chart'.
- Q17. What is the function of Incentive Matrix Summary?
- Q18. How is a job priced?
- Q19. Differentiate between Task identity and task significance.
- Q20. If a surplus of employees is projected, how may attrition help HR managers in controlling it?

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**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGES
ADVANCE BUSINESS STATISTICS; BA (M)-601
MBA – III**

Revised Date: June 30, 2015

Max Marks: 30

Max Time: 30 Min

INSTRUCTIONS:

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

Q1) Give reason why:

- i) Why we apply continuity correction in normal approximation to binomial distribution.
- ii) In continuous probability distributions probability is taken as areas under the curve.
- iii) When variance increases the critical region also increases
- iv) If a test is significant at 5% then it will also be significant at 10%
- v) In case of Chi square goodness of Observed frequencies and expected frequencies are equal.

Q2) The diameter of bolts produced by a particular machine follow a normal distribution with mean 1.34 cm and standard deviation 0.04 cm. A bolt is rejected if its diameter is less than 1.2 cm and more than 1.4 cm.

- a) A bolt is selected at random. Find probability by using $P(Z < -2.5) = 0.0062$, the bolt is accepted.
- b) If four bolts are selected at random, Calculate the probability than mean diameter is less than 1.35 cm.
- c) What happened to the probability of acceptance when sample size increases

Q3) From a large population of students 120 males and 160 females are chosen at random. Their height in meters are noted

	n	Σx	Σx^2
Males	120	198	327
Females	160	248	385

- a) Find sample mean and variance.
- b) Assume normal distribution with equal population variances and test the hypothesis that mean height of the male students exceeds the mean height of the female students by less than 0.08 meters
- c) Comment on the case, if population variances are not equal.

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**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGE
COST ACCOUNTING; BA (H)-611 (PART B)
MBA-III**

Date: June 15, 2015

Max Time: 1.5 Hrs

INSTRUCTIONS:

1. Attempt any 3 questions. Do not write anything on the question paper.
2. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.

Q.1 Cuervo Company manufacturers file cabinets made to consumer specifications. The following information was available at the beginning of March:

Materials inventory	\$12,800
Work in process inventory	4,700
Finished goods inventory	2,300
During March, materials costing \$26,000 were purchased, direct labor cost totaled \$19,300, and factory overhead was \$12,500 (including \$2,500 of indirect materials). March 31 inventories were:	
Materials inventory	\$13,300
Work in process inventory	6,800
Finished goods inventory	2,800

Required: Prepare a cost of goods manufactured statement for March.

Q.2 On January 1, the ledger of the Phinney Furniture Company contained, among other accounts, the following: Finished Goods, \$25,000; Work in Process, \$30,000; Materials, \$15,000. During January, the following transactions were completed:

- (a) Materials were purchased at a cost of \$28,000.
- (b) Direct materials in the amount of \$21,000 were issued from the storeroom.
- (c) Storeroom requisitions for indirect materials and supplies amounted to \$3,200.
- (d) The total payroll for January amounted to \$31,000, including marketing salaries of \$7,500 and administrative salaries of \$5,500. Labor time tickets show that \$15,500 of the labor cost was direct labor.
- (e) Various factory overhead costs were incurred for \$12,000 on account.
- (f) Total factory overhead is charged to the work in process account.
- (g) Cost of production completed in January totaled \$58,000, and finished goods in the shipping room on January 31 totaled \$18,000.
- (h) Customers to whom shipments were made during the month were billed for \$88,000. (Also record entry for cost of goods sold.)

Required: Prepare journal entries for the transactions, including the recording, payment, and distribution of the payroll.

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Q.3

Winkel Woodcrafters produces special-order wood products. The company uses job order costing for pricing and cost accumulation purposes. The following costs were incurred on two recent jobs:

<u>Cost Item</u>	<u>Job Pine-20</u>	<u>Job Birch-10</u>
Direct materials:		
Issued	\$6,500	\$8,000
Returned	500	0
Indirect materials used	500	400
Direct labor	\$9,000	\$15,000
Direct labor rate	\$9 per hour	\$10 per hour
Overhead application rate	\$10 per direct labor hour	\$15 per direct labor hour

The company adds a 50% markup on cost in determining the amount to charge for each job.

Required: Prepare a schedule showing the cost and the amount to be charged for each job.

Q.4

Carlson Chemical Company produces a chemical in three departments, Mixing, Blending, and Bottling. Mixing, where the compounds are added, is the first department. The powder is then transferred to the second department where water is added to produce a liquid. After water has been added, the chemical is bottled for storage and transported to customers. A process cost system with an average cost flow assumption is used to account for work in process inventories. Data related to operations in the Blending Department during the month of October follow:

Units in beginning inventory.....	2,000
Units received from the Mixing Department this period	4,000
Units added to process in the Blending Department this period	12,000
Units transferred to Bottling Department this period	14,000
Units in ending inventory (100% materials, 40% labor and overhead)	4,000

	<u>Beginning</u>	<u>Added</u>
	<u>Inventory</u>	<u>This Period</u>
Costs charged to the department:		
Costs from the preceding department	\$2,300	\$11,200
Materials.....	720	2,520
Direct labor	1,150	2,750
Factory overhead.....	2,100	5,700

Required: Prepare a cost of production report for the Blending Department.

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**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGE
INTRODUCTION TO BUSINESS FINANCE; BA (M)-621 (PART B)
MBA-III**

Date: June 22, 2015

Max Time: 1.5 Hrs

Max Marks: 30

INSTRUCTIONS:

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

- Q.1 What are the different techniques of management of cash? Discuss.
- Q.2 Explain the difference between normal and nonnormal cash flows, and their relationship to the multiple IRR problem.
- Q.3 For any developed economy, how many types of financial markets are there? Explain them.
- Q.4 You have the opportunity to invest in a machine that costs Rs. 340,000. The machine generates revenues of Rs. 100,000 at the end of each year and requires maintenance costs of Rs. 10,000 at the beginning of each year. The machine incurs a maintenance cost today because of start up expenses. If the economic life of machine is five years and the relevant discount rate is 10%, should you buy the machine?
- Q.5 a) The government has issued a bond that will pay Rs. 1000 in 25 years. The bond will pay no interim coupon payments. What is the today's price (present value) of the bond if the discount rate is 10 percent?
- Q.5 b) From the given information, calculate the value of sales. Current ratio 2, Quick ratio 1.4, Current liabilities Rs.100, 000, Inventory turnover 6x and Gross profit margin 0.2.

END OF SUBJECTIVE PAPER

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**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGE
PRODUCTION MANAGEMENT; BA (M)-631 (PART B)
MBA-III**

Date: June 19, 2015

Max Time: 2 Hrs

Max Marks: 30

INSTRUCTIONS:

- 1. Attempt any 6 questions. Do not write anything on the question paper.**
- 2. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

Q.1 How do you classify services?

Q.2 How JIT differs from traditional manufacturing?

Q.3 How would you differentiate between chase and level production strategies?

Q.4 Infrastructure is always a major consideration while locating facilities. Why?

Q.5 What are the competitive properties? Explain how a firm can compete on the basis of cost with special reference to its operations?

Q.6 How would you differentiate between p-chart and c-chart?

Q.7 Why the following factors affect the facility layout:
(a) Working environment? (b) Accessibility?

Q.8 What is ABC analysis? How does it assist inventory control?

END OF SUBJECTIVE PAPER

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**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGE
ECONOMICS INDUSTRIAL DEVELOPMENT OF PAKISTAN; BA (M)-641 (PART B)
MBA-III**

Date: June 17, 2015

Max Time: 2 Hrs

Max Marks: 30

INSTRUCTIONS:

- 1. Attempt ALL questions. Do not write anything on the question paper.**
- 2. Give brief answers to the following questions. Answers more than 10 lines of answer script will not be considered for checking / marking.**
- 3. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q1. The Pakistanis working overseas are playing an effective role in the economic development by earning abroad and sending home remittance to Pakistan. Mention the trend of the home remittance? (05 Marks)
- Q2. Briefly discuss the impact of Public Sector Enterprises (PSE) in Fiscal Policy and measures that can be taken to cure this adverse impact. (05 Marks)
- Q3. Outline and explain the monetary tools available to control inflation. (05 Marks)
- Q4. Textile Industry of Pakistan is the largest component of the textile sector. Discuss the present status of textile sector of Pakistan and suggest the measures to be taken for improvement. (05 Marks)
- Q5. Describe the impact of China Pakistan Economic Corridor on the following sectors of the economy: **[5 lines]** (10 Marks)
- a) Transport
 - b) Energy
 - c) Employment
 - d) Urbanization

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**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGE
INTRODUCTION TO RESEARCH METHODS; BA (M)-651 (PART B)
MBA-III**

Date: June 26, 2015

Max Time: 2 Hrs

Max Marks: 45

INSTRUCTIONS:

- 1. Attempt 4 questions where Q6 is compulsory. Do not write anything on the question paper.**
- 2. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q1. Explain the differences between marketing intelligence, business research, and internal data (internal databases/and or records). [10 Marks]
- Q2. Identify and describe the four steps in the marketing research process. [10 Marks]
- Q3. Describe exploratory, descriptive, and causal research. Point out the differences between the three forms of research. [10 Marks]
- Q4. Discuss customer relationship management within the context of information acquisition and business research. [10 Marks]
- Q5. Compare the advantages and disadvantages of the various methods for collecting survey information. [10 Marks]
- Q6. Write Short Notes on the following: [15 Marks]
1. Operational Definition
 2. Impact Factor
 3. Ratio/Interval scale.

END OF SUBJECTIVE PAPER

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

Date: June 20, 2015

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

INSTRUCTIONS:

- 1. Attempt any 3 questions. Do not write anything on the question paper.**
- 2. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

Q.1-A The Dean Company produces and sells a single product. The following data refer to the year just completed:

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

Assume that direct labor is a variable cost.

Required:

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

Required:

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

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Q.2 Assign overhead costs to products.

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

Data concerning two products appear below:

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

Required:

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

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

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

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

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

Required:

- What is the labor rate variance for the month?
- What is the labor efficiency variance for the month?

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

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

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

Required:

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

END OF SUBJECTIVE PAPER

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

Date: June 27, 2015

Max Time: 3 Hrs

Max Marks: 60

INSTRUCTIONS:

1. Attempt any FIVE questions, all carry equal marks. Do not write anything on the question paper.
2. Return question paper along with the answer scripts, without question paper your answer script will not be assessed.
3. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.

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

END OF EXAM PAPER

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

Date: June 25, 2015

Max Time: 3 Hrs

Max Marks: 60

INSTRUCTIONS:

- 1. Attempt ANY 5 questions, all carry equal marks. Do not write anything on the question paper.**
- 2. Return question paper along with the answer scripts, without question paper your answer script will not be assessed.**
- 3. Mobile Phone(s) or any other communicating device is not allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

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

END OF SUBJECTIVE PAPER

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

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

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

Date: June 15, 2015

Max Time: 2 Hrs

Max Marks: 30

INSTRUCTIONS:

- 1. Attempt any 4 questions. Do not write anything on the question paper.**
- 2. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

Q-01

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

Q-02

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

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

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

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

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

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

END OF SUBJECTIVE PAPER

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

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

Date: June 25, 2015

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

INSTRUCTIONS:

- 1. Attempt any 05 questions, all carry equal marks. Do not write anything on the question paper.**
- 2. Return the question paper along with answer script, without question paper your answer script will not be assessed.**
- 3. Mobile Phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

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

END OF EXAM PAPER

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

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

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

Date: June 27, 2015

Max Time: 2 Hrs

Max Marks: 30

INSTRUCTIONS:

- 1. Attempt any 5 questions. Do not write anything on the question paper.**
- 2. Mobile Phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q1. Explain the role of consumer perception process in pretest and posttest advertising research.
- Q2. Discuss advertising strategy and develop an advertising campaign for (Television)? Product category: Choose Any One
1. Cooking Oil 2. Shampoo 3. Car
- Q3. Give a brief comparison of Print and Electronic Media and develop 5 punch lines for Tetley Tea Bags.
- Q4. Explain creativity process and its role in advertising campaigns.
- Q5. Explain advertising sterns model with respect to marketing mix.
- Q6. Define advertising planning process and what are the key factors involved in setting advertising budgets.

END OF SUBJECTIVE PAPER

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

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

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

Date: June 25, 2015

Max Time: 3 Hrs

Max Marks: 60

INSTRUCTIONS:

- 1. Attempt 4 questions where Q7 is compulsory. Do not write anything on the question paper.**
- 2. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q1 a) Define the terms "banker" and "customer".
b) State any three types of relationships that can exist between a "banker" and a "customer".
- Q2 a) What are Non-performing Loans? How do they affect Bank's profitability?
b) What is the purpose of KIBOR and Explain its significance for banks?
- Q3 Explain any 5 factors that lenders consider when evaluating an individual or business seeking credit.
- Q4 a) List any 3 characteristics of Negotiable Instruments.
b) Who are the parties to a promissory note and a bill of exchange?
- Q5 Discuss why the cash flow base lending should be preferred over collateral back lending.
- Q6 a) Discuss the difference between primary security and secondary security.
b) Give key characteristics of a good security.
- Q7 Write short notes on:
A. Partnership Accounts
B. Trust Accounts
C. Dormant Accounts
D. Documents required to open a Private Limited Company account.

END OF EXAM PAPER

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

Date: June 27, 2015

Max Time: 3 Hrs
Max Marks: 60

INSTRUCTIONS:

1. Attempt 4 questions, where Q1 is compulsory all carry equal marks. Do not write anything on the question paper.
2. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.

CASE STUDY

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

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

The following information is available:

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

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

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

Required

Prepare the following:

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

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

Page 2 of 2

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

END OF EXAM PAPER