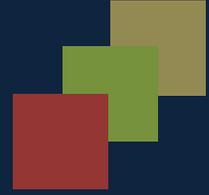


**JUNE  
2012**



*University of Karachi*

**Karachi University  
Business School**

**Affiliated Colleges**

**Final Examination Papers  
June 2012**

**BS I TO VIII**

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## TABLE OF CONTENTS

PAGE NO	COURSE TITLE	COURSE CODE	D.O.E.
1	Introduction to Business	BA (H)–341	Tue, 12–06–12
2	Basic Mathematics–I	BA (H)–321	Thu, 14–06–12
3	Micro Economics	BA (H)–311	Sat, 16–06–12
4	Business English–I	BA (H)–301	Tue, 19–06–12
6	Islamic Studies	BA (H)–351	Thu, 21–06–12
7	Principles of Accounting–I	BA (H)–331	Sat, 23–06–12
9	Financial Accounting	BA (H)–332	Fri, 15–06–12
11	Pakistan Studies	BA (H)–352	Sun, 17–06–12
13	Information Technology in Business	BA (H)–342	Mon, 18–06–12

## TABLE OF CONTENTS

PAGE NO	COURSE TITLE	COURSE CODE	D.O.E.
14	Business Mathematics-II	BA (H)-322	Wed, 20-06-12
15	Business English-II	BA (H)-312	Fri, 22-06-12
17	Macro Economics	BA (H)-302	Mon, 25-06-12
18	Money & Banking	BA (H)-431	Tue, 12-06-12
19	Human Behavior	BA (H)-411	Thu, 14-06-12
20	Logic	BA (H)-421	Sat, 16-06-12
21	Business Statistics	BA (H)-451	Tue, 19-06-12
23	Principles of Management	BA (H)-461	Thu, 21-06-12
24	Business Communication-I	BA (H)-441	Sat, 23-06-12

## TABLE OF CONTENTS

PAGE NO	COURSE TITLE	COURSE CODE	D.O.E.
25	Principles of Marketing	BA (H)-462	Fri, 15-06-12
26	Business Communication-II	BA (H)-422	Sun, 17-06-12
27	Statistical Inference	BA (H)-432	Mon, 18-06-12
29	Introduction to Business Finance	BA (H)-412	Wed, 20-06-12
30	Organizational Behavior	BA (H)-442	Fri, 22-06-12
31	Business & Labor Law	BA (H)-452	Mon, 25-06-12
32	Cost Accounting	BA (H)-511	Thu, 28-06-12
34	Environmental Studies	BA (H)-521	Sat, 30-06-12
35	Community Development	BA (H)-531	Tue, 03-07-12

## TABLE OF CONTENTS

PAGE NO	COURSE TITLE	COURSE CODE	D.O.E.
36	Economy of Pakistan	BA (H)–541	Thu, 05–07–12
37	Financial Management	BA (H)–551	Sat, 07–07–12
38	Computer Application to Business	BA (H)–561	Tue, 10–07–12
39	Entrepreneurship	BA (H)–512	Wed, 27–06–12
40	Production & Operations Management	BA (H)–522	Fri, 29–06–12
41	Marketing Management	BA (H)–532	Mon, 02–07–12
42	Business Research Methods	BA (H)–542	Wed, 04–07–12
43	Managerial Accounting	BA (H)–562	Mon, 09–07–12
45	Consumer Behavior	BA (H)–601	Thu, 28–06–12

# TABLE OF CONTENTS

<b>PAGE NO</b>	<b>COURSE TITLE</b>	<b>COURSE CODE</b>	<b>D.O.E.</b>
46	Management Information System	BA (H)–611	Sat, 30–06–12
47	Business Ethics	BA (H)–621	Tue, 03–07–12
48	Strategic Management	BA (H)–602	Wed, 27–06–12

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION, JUNE 2012; AFFILIATED COLLEGES  
INTRODUCTION TO BUSINESS: BA (H) – 341  
BS – I

Date: June 12, 2012

Max Marks: 60

Max Time: 3 hrs

**Instruction:**

- 1. Attempt any 6 questions. All questions 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.**

- Q.1 Explain the goal of Business. Identify the key stakeholders that are involved in a Business.
- Q.2 Identify and explain the main points of difference between partnership and public limited company.
- Q.3 Distinguish between horizontal combination and vertical combination. What are the motives which lead to the formation of such combination?
- Q.4 How assets can be financed by a firm? Discuss the concept of short-term financing for short-term asset and long term financing for long term assets.
- Q.5 Describe in brief the rights, duties and obligation of partners in the absence of partnership agreements.
- Q.6 (a) What do you mean by channels of distribution?  
(b) Differentiate between Retailing and wholesaling.
- Q.7 (a) What Economic system has been followed in Pakistan?  
(b) Differentiate between Capitalism and Socialism as an economic system.

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION, JUNE 2012: AFFILIATED COLLEGES  
BASIC MATHEMATICS – I BA (H) – 321  
BS – I

2

**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: June 14, 2012**

**Max Time: 3 hrs**

**Max. Marks: 60**

**Q1 Solve the following:**

- i.  $10x+9 > 4x-2$
- ii.  $-3x + 2 < x < 8-x$
- iii.  $x^2 - 100 = 0$
- iv.  $-2x = x + 4$
- v.  $s = 678.098s$
- vi. Convert to base “e” functions:  $f(u) = (0.6)^u (1.6)^{2u}$
- vii.  $e^{0.08p} = 2$
- viii. Classify the function:  $W = 438 - 65x^4$
- ix. Find the equation of a line parallel to x-axis and which passes through (1, 4)
- x. Find the equation of the line joining the points (-4, 8) and (6, -12)

**Q2 (a)** Consider the equation  $V = 80,000 - 8500 t$ , Where  $V$  equals the book value in Rupees and  $t$  equals the age of the machine expressed in years.

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

**Q2 (b)** Given  $y = g(u) = (u - 5)^2$ , &  $u = h(x) = x^2 + 1$  determine  
(i)  $g(h(x))$  (ii)  $g(h(5))$

**Q3 (a)** An organization is planning to launch a new product and they have estimated that the variable cost per unit will be Rs.23. Fixed cost totals Rs.125,000. They had estimated that the selling price per unit shall equal Rs.50.(a) Determine the number of units which the firm must sell in order to break-even on the venture (b)The marketing data indicates that approximately 20,000 units may be sold, determine the expected profit at this level of output.

**Q3 (b)** What is the concavity of the parabola representing each quadratic function:

- (i)  $y = x^2 + 12$  (ii)  $u = -10v^2 + 6$  (iii)  $y = 4x^2 + 10x + 2$  (iv)  $y = 2x^2 - 20x + 10$

**Q4 (a)** Sketch the quadratic function:  $f(x) = 6x^2 + x - 12$  (Employ x, y intercepts and vertex co-ordinates)

**Q4 (b)** i)  $3\ln 2x - 4 = 2\ln 2x$  ii)  $\ln(x+1) - \ln x = 0.5$  (iii)  $x^2 \ln x - 4\ln x = 0$

**Q5 (a)** A gas station sells unleaded regular gasoline and unleaded premium. The price per gallon charges by the station is Rs. **1.299** for unleaded regular and Rs. **1.379** for unleaded premium. The cost per gallon from the supplier is Rs. **1.219** for unleaded regular and Rs. **1.289** for premium. If  $x_1$  equals the number of gallon sold of regular and  $x_2$  the number of gallons sold of premium.

- i. Formulate the revenue function from selling  $x_1$  and  $x_2$  gallons, respectively, of two grades of gasoline.
- ii. Formulate the total cost function from purchasing  $x_1$  and  $x_2$  gallons, respectively, of the two grade.
- iii. Formulate the total profit function.

**Q5 (b)** Solve the following system of equation using Cramer’s rule

$$\begin{aligned}x_1 - 5x_2 &= -85 \\ 2x_1 + 4x_2 &= 40\end{aligned}$$

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION, JUNE 2012; AFFILIATED COLLEGES  
MICRO ECONOMICS: BA (H) – 311  
BS – I

Date: June 16, 2012

Max Time: 3 Hrs  
Max marks: 60

**Instruction:**

- 1. Attempt any 5 questions. All questions 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.**

Q-I(a) Economics is a combination of a positive science, a normative science, an applied science and a social science. Explain the nature of economics with reference to the above statement.

Q-I(b) When commodities are limited some measures should be taken to make these scarce commodities available to the people. This can be done by (i) auctioning these commodities or by (ii) issuing ration cards or by (iii) introducing queue or "first come first served" system. What are the merits and de-merits of each of these systems?

Q-2(a) What is the meaning of utility? Differentiate total utility from marginal utility. Explain the law of diminishing marginal utility with a numerical example.

Q-2(b) Due to limited resources, we must always know how to spend our limited income and time. Describe the concept of opportunity cost giving an example.

Q-3(a) Differentiate 'perfect competition' from 'imperfect competition.' The main types of imperfect competition are monopoly, oligopoly and monopolistic competition. Explain each type.

Q-3(b) What is the difference between 'Point elasticity and arc elasticity'? Explain using diagram and formula.

Q-4(a) Draw an indifference curve and define it.

Q-4(b) Explain the characteristics of an indifference curve with reason.

Q-5(a) Now a days, the economies depend chiefly on the specialization of the individuals and organizations. Discuss specialization and division of labour with examples.

Q-5(b) Draw a diagram to prove that: PRICE EFFECT = INCOME EFFECT+ SUBSTITUTION EFFECT.

Q-6) Write short notes on any two of the following.

- (a) Production Possibility Frontier
- (b) Consumer surplus
- (c) Law of supply, with schedule and diagram
- (d) Fixed cost and variable cost
- (e) Difference between micro economics and macro economics
- (f) Characteristics of perfect competition with example.

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2012: AFFILIATED COLLEGES  
BUSINESS ENGLISH – I: BA (H) – 301  
BS – I

**Date: June 19, 2012**

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

**Instruction:**

1. **Attempt ALL questions. Copy down the question number neatly and correctly. 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- Fill in the following spaces with proper word agreement. (12)

- 1- Here\_\_\_\_ (be) the missing pieces of the puzzle . They were on the floor
- 2-What \_\_\_\_ (be ) the names of those two shops.
- 3-Everybody in our class\_\_\_\_ (take) part in our annual sports meeting in one way or other.
- 4- We must arrange a meeting when everybody \_\_\_\_ (be) free to attend.
- 5-A \_\_\_\_ (burn) child dreads the fire
- 6- Three parts of the business \_\_\_\_ left for me to do.
- 7-Everyone of the boys\_\_ (love)to ride
- 8- The committee \_\_\_\_ divided on one minor point
- 9-Every man must bear \_\_\_\_ own burden
- 10- If anybody knows the truth, let \_\_\_\_ tell it
- 11- One must not boast of \_\_\_\_ own success
- 12- None of his poems \_\_ well known

Q2- Identify the types of the following sentences and then convert it into simple, complex and compound sentence accordingly. (12)

- 1- He neither obtains success nor deserves it
- 2- We could see our way
- 3- How he could assist his friend was his chief concern
- 4- I both thanked him and rewarded him
- 5-Rain fell heavily
- 6-Listen carefully and take notes

Q3- Each of these sentences contains an error in the use of adjectives. Find the errors and correct them. (10)

1- Peter's family felt sadly when he left to study overseas.

2- The below examples show common mistakes at this level.

3-The answer is expected to this kind of question is 'No'

4- Mary: what's the weather like?

Anne: well, we have got a blue bright sky and the sun is shining

5- A lawyer has to speak and write as accurate as possible.

Q4-Identify the degree of the following words converting it into simple, comparative and superlative form . (10)

1- friendliest

2-little

3-more generous

4-gentle

5-extreme

6-farthest

7- meatiest

8- deader

9- idlest

10- wild

Q5- Making use of parallelism, reproduce the following sentences. (08)

1- There are two ways to get a promotion :working hard or make friends in high places.

2-The crowd that had gathered outside the court was loud and they were angry

3- In the movies, all college men are portrayed as single and having other attributes such as money, good looks, and a great personality.

4-Smoking cigarettes can be as dangerous as to play Russian roulette.

Q6- Punctuate the following . (08)

The artist co-operates with God in making increasingly larger number of people see the beauty of the world where these people could never see for themselves the world is of course God artistic masterpiece but it the artist who lends people eye to see it with browning Fra Lippo has the last word on the subject for dont you mark we re made so that we love first when we see them painted things we have passed perhaps a hundred time nor cared to see In this sense the Oscar Wilde s paradox is perfectly true that the Nature imitates Art for the majority of men see in Nature what Art has taught them to see in Nature the fogs of London said Wilde were the invention of Whistler to love beauty therefore becomes to the artist as an artist his first duty.

Date: June 21, 2012

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 posses the solutions of all the social, cultural economic problems of human beings for the present era"! Discuss.

سوال نمبر ۱ اسلامی میں عصر حاضر کیلئے آج بھی، انسانوں کے سماجی، تہذیبی اور معاشی مسائل کا حل موجود ہے۔ بحث کریں۔

**Q.No.2** How Islamic concept of Human Rights is different to the Western concept of Human Rights! Argue?

سوال نمبر ۲ اسلامی انسانی حقوق کا تصور مغربی انسانی حقوق سے کیونکر مختلف ہے، دلائل سے ثابت کریں۔

**Q.No.3** How the migration from Makkah to Madina was a turning-point in the life of Muhammad Sal-Lal-Laho-Alaihe-Wasallum in Islamic history.

سوال نمبر ۳ اسلامی تاریخ میں مکہ سے مدینہ ہجرت، نبی ﷺ کیلئے کس طرح ایک فیصلہ کن مرحلہ بن گئی۔

**Q.No.4** "Interest free economy plays a vital role in Islamic Economic System"! Discuss.

سوال نمبر ۴ سود سے مبرا معیشت ایک اسلامی معاشی نظام میں کلیدی کردار ادا کرتی ہے۔ بحث کریں۔

**Q.No.5** "The Rights of Non-Muslims are safely protected under an Islamic State"! Prove the statement.

سوال نمبر ۵ اسلامی ریاست میں غیر مسلموں کے حقوق و فرائض بہ احسن محفوظ ہیں، اس بیان کی وضاحت 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. Comparative Analysis – Islam – Judaism & Christianity. i
- ii. The Concept of Islam and Freedom ii
- iii. Law-full Earning (KASB-E-HALAL) iii

END OF PAPER

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2012; AFFILIATED COLLEGES  
PRINCIPLES OF ACCOUNTING BA (H) – 331  
BS – I

Date: June 23, 2012

Max Time: 3 Hrs  
Max Marks: 60

**Instructions**

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

**Q.1**

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. Materiality and Consistency
5. Monetary unit assumption and the economic entity assumption.
6. Identify the user and uses of accounting information.
7. Contrast the accounting for intangible assets with the accounting for plant assets.

**Q.2**

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

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

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

**Instructions**

Using the above information, prepare the (a) 10 column Work sheet (b) Adjusting and Closing entries of Majid Copy Shop for the month of September.

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
Majid's, Capital		15,300
Majid's, Drawing	2,400	
Copy Revenue		5,400
Utilities Expense	400	
Totals	31,100	31,100

**Q.3**

Southeast Airlines purchased a 747 aircraft on January 1, 2001, at a cost of Rs 40,000,000. The estimated useful life of the aircraft is 25 years, with an estimated salvage value of Rs 5,000,000. On January 1, 2004 the airline revises the total estimated useful life to 20 year with a revised salvage value of Rs 3,500,000.

**Instructions**

- (a) Compute the depreciation and book value at December 31, 2003 using the straight-line method and the double-declining-balance method.
- (b) Assuming the straight-line method is used, compute the depreciation expense for the year ended December 31, 2004.

**Q.4**

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

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

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

**Instructions**

Prepare a bank reconciliation at March 31.

**Q.5**

Gafor Company began business on October 1. The partial sales journal, as it appeared at the end of the month, follows:

**SALES JOURNAL**

Date	Account Debited	Invoice Number	Post. Ref.	Amount
Oct. 5	Danish & co.	1001		475
11	Mazhar & co.	1002		535
16	Danish & co.	1003		818
19	Lubna & co.	1004		447
26	Mehwish & co.	1005		<u>1,184</u>
				<u>3,459</u>

1. Open general ledger T-accounts for Accounts Receivable (No. 112) and Sales (No. 401) and an accounts receivable subsidiary T-account ledger with an account for each customer. Make the appropriate postings from the sales journal. Fill in the appropriate posting references in the sales journal above.
2. Prove the accounts receivable subsidiary ledger by preparing a schedule of accounts receivable.

**Q.6**

The trial balance before adjustment of Pasha Company reports the following balances:

	<u>Dr.</u>	<u>Cr.</u>
Accounts receivable	100,000	
Allowance for doubtful accounts		2,500
Sales (all on credit)		750,000
Sales returns and allowances	40,000	

**Instructions**

- (a) Prepare the entries for estimated bad debts assuming that doubtful accounts are estimated to be (1) 6% of gross accounts receivable and (2) 1% of net sales.
- (b) Assume that all the information above is the same, except that the Allowance for Doubtful Accounts has a debit balance of 2,500 instead of a credit balance. How will this difference affect the journal entries in part (a)?

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION, JUNE 2012; AFFILIATED COLLEGES  
FINANCIAL ACCOUNTING: BA (H) – 332  
BS – II

Date: June 15, 2012

Max Marks: 60  
Max Time: 3 hrs

**Instruction:**

1. **Attempt ALL questions. Show necessary computations. 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.**

**Q# 1:** Chandler Associates Inc., uses the balance sheet approach to estimate bad debts and maintains an allowance account to reduce account receivable to realizable value. An Analysis of the accounts receivable at year-end produced the following age groups:

Not yet due	\$ 348,000
30 days past due	180,000
31 – 60 days past due	78,000
61 – 90 days past due	18,000
Over 90 days past due	30,000

In reliance upon its past experience with collections, the company estimated the percentages probably uncollectible for the above five age groups to be as follows: Group 1, 1%; Group 2, 4%; Group 3, 10%; Group 4, 30%; and Group 5, 50%. Prior to adjustment at December 31, the Allowance for Doubtful Accounts showed a credit balance of \$ 12,600.

**Required:**

- a. Compute the estimated amount of uncollectible accounts based on the above classification by age groups.
- b. Prepare the adjusting entry needed to bring the Allowance for Doubtful Accounts to the proper amount.
- c. Assume that on Feb 2 of the following year, Chandler Associates learned that an account receivable which had originated on October 6 in the amount of \$ 7,200 was worthless because of the bankruptcy of the customer, Weaver Company. Prepare the journal entry required on February 2 to write off this account receivable.

**Q# 2:** The data below are taken from the income statement and balance sheets of All Night Pharmacies, Inc:

	Dec. 31 2011	Jan. 1 2011
Income statement:		
Net Income	\$ 400,000	
Depreciation Expense	120,000	
Amortization of Intangible Assets	40,000	
Gain on Sale of plant assets	80,000	
Loss on sale of investments	35,000	
Balance Sheet:		
Accounts Receivable	\$ 335,000	\$ 380,000
Inventory	503,000	575,000
Prepaid Expenses	22,000	10,000
Accounts Payable (to merchandise suppliers)	379,000	410,000
Accrued Expenses Payable	180,000	155,000

**Required:**

Using this information, prepare a partial statement of cash flows for the year ended December 31, 2011, showing the computation of net cash flow from operating activities by the indirect method.

**01/02**

**Q# 3:** Bauman Pharmaceuticals was organized early in 2006 with authorization to issue 50,000 shares of \$ 100 par value preferred stock and 1 million shares of \$ 1 par value common stock. All of the preferred stock was issued at par, and 600,000 shares of common stock were sold for \$ 16 per share. The preferred stock pays a 9% cumulative dividend and is callable at \$ 110.

During the first five years of operations (2006 through 2010), the corporation earned a total of \$ 6920,000 and paid dividends of 50 cents per share each year on the common stock. In 2011, however, the corporation reported a net loss of \$ 2400,000 and paid on dividends.

**Required:**

- a. Prepare the stockholders' equity section of the balance sheet at December 31, 2011.
- b. Prepare a separates supporting schedule showing your computation of the amount of retained earnings or deficit.

**Q# 4:** MAX Company is a merchandising concern and it deals in product RZ-23. Shown below are the inventory quantities, purchases, and sales for the year 2011. The company uses periodic inventory system.

	Number of units	Cost per unit
Jan 1. Beginning Inventory	8,000	\$ 8.00
Feb. 20 Purchases	20,000	8.15
May 10 Purchases	28,000	8.75
Aug. 24 Purchases	32,000	9.00
Nov. 30 Purchases	50,000	9.50

During the year 2011 MAX Company sold 108,000 units of the above product at a Selling Price of \$ 15 per unit.

**Required:** Assume that company uses (A) FIFO (B) LIFO (C) Weighted Average Method.

Under each method mention above compute (1) Cost of Ending Inventory, (2) Cost of Goods Sold and (3) Gross Profit .

**Q# 5:** At the end of the year, the following information was obtained from the accounting records of Carleton Office Products:

Sales (all on credit)	\$ 2700,000
Cost of Goods Sold	1755,000
Average Inventory	351,000
Average Accounts Receivable	300,000
Interest Expense	45,000
Income taxes	84,000
Net Income	159,000
Average Investment in Assets	1800,000
Average Stockholders' Equity	795,000

**Required:** From the information given, compute the following:

1. Inventory Turnover
2. Accounts Receivable Turnover
3. Total Operating Expenses
4. Gross Profit Percentage
5. Return on Average stockholders' equity
6. Return on Average Assets.

**End of paper**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2012; AFFILIATED COLLEGES  
PAKISTAN STUDIES BA (H) – 352  
BS – II

**Date: June 13, 2012**

**Max Time: 3 Hrs**

**Max Marks: 60**

**Instruction:** Attempt any five questions.

- Q1. Briefly explain the Political, Religious and Social condition prevalent in India before the advent of Islam.
- Q2. Sketch the circumstances in which Bengal was partitioned in 1905 and give reasons for its annulment.
- Q3. Write a comprehensive essay on the LUCKNOW PACT.
- Q4. Discuss the events that led to Quaid-e-Azam 14 points proposal and elaborate its nature and effects.
- Q5. Examine the important political events that took place from 1940 to 1947 in the history of the Indo-Pak sub-continent.
- Q6. Being dependent on the Western World for defense and economy can Pakistan adopt an independent Foreign Policy? Discuss.
- Q7. Write notes on any two of the following:
1. Aligarh Movement
  2. Nehru Report
  3. ECO
  4. Natural Resources of Pakistan

**END OF PAPER**

**KARACHI UNIVERSITY BUSINESS SCHOOL**  
**UNIVERSITY OF KARACHI**  
**FINAL EXAMINATION JUNE 2012; AFFILIATED COLLEGES**  
**PAKISTAN STUDIES BA (H) - 352**  
**BS - II**

Date: June 13, 2012

Max Marks: 60

Max Time: 3 hrs

ہدایت: مندرجہ میں سے کسی پانچ سوالات کے جوابات تحریر کیجئے۔ تمام سوالوں کے نمبر مساوی ہیں۔

سوال نمبر ۱: اسلام کی آمد سے قبل ہندوستان کے سیاسی، مذہبی اور سماجی حالات کو مختصر بیان کیجئے۔

سوال نمبر ۲: وہ حالات بیان کیجئے جن کے تحت بنگال کو ۱۹۰۵ء میں تقسیم کیا گیا نیز اس کی تمنیخ کی وجوہات بھی بیان کیجئے۔

سوال نمبر ۳: بیٹا قی لکھنوپر ایک تفصیلی مضمون لکھیے۔

سوال نمبر ۴: قائد اعظم کے ۱۲ نکات کی تجویز سے قبل کے واقعات پر بحث کیجئے اور اس کی خصوصیات و اثرات بیان کیجئے۔

سوال نمبر ۵: برصغیر ہندوپاک کی تاریخ میں ۱۹۴۰ء سے ۱۹۴۷ء کے اہم سیاسی واقعات کا 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 تحریر کیجئے۔

(۱) علیگڑھ تحریک

(ب) نہرو رپورٹ

(ج) اقتصادی تعاون کی تنظیم (ECO)

(د) پاکستان کے قدرتی وسائل

ختم شد

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION, JUNE 2012; AFFILIATED COLLEGES  
INFORMATION TECHNOLOGY IN BUSINESS: BA (H) – 342  
BS – II

Date: June 18, 2012

Max Marks: 60  
Max Time: 3 hrs

**Instruction:**

1. **Attempt any FIVE 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.**

- Q-1 Differentiate the functionality between data communication and networking. Explain DSL technologies with examples
- Q-2 Define the elements of Computer-Based Information System (CBIS), give examples how modern information technology helps in business
- Q-3 Explain the tasks and services of the Operating System, enlist the distinguishing points of Windows and Linux operating system
- Q-4 Demonstrate how Internet works, enlist the major features of Internet. How we can block e-mails by an annoying person?
- Q-5 Give reasons why Database Management System (DBMS) is essential part of today' business, enlist functions of DBMS.
- Q-6 Explain the followings terminologies with suitable examples
- |                 |                |
|-----------------|----------------|
| a) IP Address   | b) Bandwidth   |
| c) 3-D Modeling | d) DNS Address |
- Q-7 Differentiate between the followings with suitable examples
- a) MPEG and JPEG
  - b) Bitmaps and Vectors Format
  - c) Client Server and Peer-to-Peer Network

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2012; 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.

**Date: June 20, 2012**

**Time: 180 minutes**

**Max. Marks: 60**

Q.1. Discuss the continuity of the function at  $x = -1$

$$f(x) = \begin{cases} x + 6 & -3 \leq x < -1 \\ -4x + 1 & -1 \leq x \leq 3 \end{cases} \quad \text{Draw its graph on } [-3, 3]$$

Q.2. (a) Determine domain of the function  $f(x) = \frac{\sqrt{x+4}}{3x^3 - x^2 - 10x}$

(b) Differentiate  $f(x) = \sqrt{(x^2 - 1)^5 (6x^2 - 2x)}$

Q.3. (a) Find  $f'(1)$  and  $f''(1)$  of  $f(x) = \frac{x^3 - 7x^2}{e^{4x}}$

(b) Determine critical points, their nature and also find max and min, values of

$$f(x) = x^3 - \frac{7}{2}x^2 - 6x + 18$$

Q.4. (a) The total cost of producing “q” units of a certain product is described by the function

$C = f(q) = 100,000 + 1500q - 0.2q^2$ . Determine the number of units of “q” that should be produced in order to minimize average cost per unit.

(b) Determine the general solution and particular solution of the differential

equation  $f''(x) = \frac{d^2y}{dx^2} = x - 5$  under the boundary conditions

$$f'(2) = 4, f(0) = 10$$

Q.5. Integrate (1)  $\int 4x^3 \times \sqrt[5]{x^2 + 1} dx$  (ii)  $\int x^2 \ln x dx$

Q.6. Solve the following linear programming problem by the corner point method

Maximize  $z = 30x_1 + 20x_2$

Subject to  $3x_1 + x_2 \leq 18$

$x_1 + x_2 \leq 12$

$x_1 \geq 2$

$x_2 \geq 5$

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION, JUNE 2012: AFFILIATED COLLEGES  
BUSINESS ENGLISH II: BA (H) – 312  
BS – II

Date: June 22, 2012

Max Time: 3 Hrs  
Max Marks: 60

**Instruction:**

- 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 The 21 century has begun. What changes do you think the new century will bring? Write a paragraph of 150 words. (10)

Q2 Every generation of people is different from your parents' generation? Use specific reasons and examples to explain your answer? Write a paragraph of 150 words. (10)

Q3 Write an essay on one of the following topics. (Word limit is 200)

1 Reading fiction such as novels and stories is more enjoyable than watching movies. (15)

2 Best ways of reducing mental stress

Q4 Decisions can be made quickly or they can be made after careful thought. Do you agree or disagree with the above statement? Use specific details to explain your answer. (Word limit is 200) (10)

Q5 Summarize the following passage (15)

Strange as it may seem, UK banking can trace its origins back to the days of the Roman conquest. During the period of the Roman conquest of Britain, Romans' conducted two forms of banking business: one, called argentarii, of a professional nature; the other, called feneratores, of an amateur nature run by the elite nobles of the Roman Empire. What was said to characterise this institution was the two-fold service of (a) receiving deposits and (b) advancing credit. What's more, as anyone who has read their Shakespeare recently will know, in the case of advances of credit interest was charged. Nonetheless, the importance of UK banking during the times of the Romans can still be seen today. After all, modern UK banks also categorize themselves on providing two fundamental services – receiving deposits and advancing credit. However, today's UK banks also offer far more services than simply

these. Modern" UK banks evolved following the Crown's dissolution of the monasteries (more traditional keepers of money) in the 1530s. That said, it was not really until approximately 400 years ago, during the mid-1600s, that London really started to cement its position as a financial hub of importance when goldsmith bankers started to emerge, following King Charles I seizure of gold deposited in the Tower of London and the English Civil War, as a safe-haven (away from the clutching arms of the Crown!) for the gentry and aristocracy to deposit their money and valuables.

Shortly after this period (circa. 1677), there were a recorded 44 goldsmith bankers in London acting as 'keepers of running cash' – who ran their business on a 'personal liability basis'. However, strict legal controls on how big goldsmith bankers could become (because of the strict 'personal liability basis'), together with poor transportation and communication, combined to restrict the growth of these into national UK banks [evidenced of this can be seen in the fact that in 1784 the total number of UK banks exceed 100; but only 7 had more than one office]. Following a number of prominent UK bank collapses in the early 1820s, parliament finally relaxed the laws governing who could own banks to allow for joint stock banking (1826) [A notable exception to this was the establishment of the Bank of England as a joint stock bank some 200 years before this legislation].

Importantly, joint stock banking allowed the owners of UK banks to spread the risk among a number of proprietors. This, combined with the Industrial Revolution, better transportation and faster means of communication all resulted in a growth of more national banks in the UK. Prominent among these was the foundation, in 1833, of the National Provincial Bank of England (later to become National Westminster Bank – NatWest), the first UK bank established with the specific agenda of being a national bank.

Although UK banks began to expand nationally during this period, the services they (did and could) offered did not. Consequently, it was also around this time that another division in UK banks began to emerge; namely the formation of the Big Three banking sectors:

1. Clearing "High Street" Banks – even as recently as 1900 there were a reported 250 private and joint stock banks operating in the UK;
2. Merchant Banks; and
3. Other financial institutions; such as Building Societies – which came into being following 1874 legislation.

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2012; AFFILIATED COLLEGES  
MACRO ECONOMICS BA (H) – 302  
BS – II

Date: June 25, 2012

Max Time: 3 Hrs  
Max Marks: 60

**Instruction:**

1. **Attempt any 5 questions. All questions 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.**

- Q-1 (a) The Macroeconomic goals include a high level growth of output, low unemployment, and stability of prices. Discuss any two of the above.
- (b) According to Keynes an important tool of macro-economic analysis is the consumption function. Analyse the concepts, operations and significance of the multiplier on the basis of Keynesian theory of income and employment.
- Q-2 (a) What do you mean by national income? What are the methods of measuring national income? Explain any one of them.
- Q-2 (b) Distinguish between the following:  
(1) Gross National Product and Gross Domestic Product  
(2) National Income at Market price and National Income at factor cost.
- Q-3 (a) Define Inflationary and Deflationary Gaps. Explain with the help of diagram.
- Q-3 (b) What is the difference between Balance of trade and Balance of payment?
- Q-4 (a) For the fulfillment of macro-economics goals, a country uses two main policies i.e. Fiscal Policy and Monetary Policy. Explain.
- Q-4 (b) Differentiate "Inflation" from "Deflation". Inflation can be classified into three different categories. Explain any two categories.
- Q-5 (a) Every country wants to overcome all obstacles which are hindering the progress of economic development. Similarly, such obstacles in Pakistan have been identified by the economists. Discuss at least four obstacles.
- Q-5 (b) Distinguish between ECONOMIC DEVELOPMENT and ECONOMIC GROWTH.
- Q-6 Write short notes on any three of the following:  
(1) Marginal Propensity to Save (MPS)  
(2) Difference between Aggregate Demand and Aggregate Supply  
(3) Deficit Financing  
(4) Direct Tax and Indirect Tax  
(5) Revenue Budget and Development Budget

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION, JUNE 2012: AFFILIATED COLLEGES  
MONEY & BANKING: BA (H)-431  
BS-III

Date: June 12, 2012

Max Marks: 60

Max Time: 3 Hours

**Instructions:**

- 1. Attempt any 5 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.**

- Q.1 (a): State briefly the objectives of BASEL I and II?
- Q.1 (b): What is the role of financial intermediaries?
- Q.2 (a): What is KYC? Why is it necessary before opening fresh accounts?
- Q.2 (b): What are the different types of bank accounts?
- Q.3 (a): Elaborate monetary aggregates, and how are they constructed?
- Q.3 (b): Discuss briefly the evolution of money.
- Q.4 (a): Define & differentiate between 'fixed' and 'floating exchange rates'.
- Q.4 (b): What is the impact of 'the 'Islamic Modes of finance' on the banking system?
- Q.5 (a): Define 'crossing' of a cheque, the different types of, and its advantages.
- Q.5 (b): When the payment of a cheque can be refused by the bank. Highlight reasons.
- Q.6 (a): Briefly discuss the responsibilities of a Central bank.
- Q.6 (b): How does a central bank Control/regulate Credit in an economy?
- Q.7: Write short notes on the following:
- i) Negotiable instruments' Or' Bankers Lien'
  - ii) Seigniorage and debasement.
  - iii) Debt and equity market
  - iv) Primary & collateral securities

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION, JUNE 2012; AFFILIATED COLLEGES  
HUMAN BEHAVIOUR BA (H) – 411  
BS – III

**Date: June 14, 2012**

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

**INSTRUCTIONS:**

- 1. Attempt any four (4) questions. All questions carry equal marks (i.e. 15 each). 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. How different theories of psychology explain the term "Personality"?
- Q2. Differentiate between classical and operant conditioning? Discuss the role reinforcement can play in organizational growth.
- Q3. How the course of human behaviour can benefit you in the field of business?
- Q4. Give a detail account on stress and coping with stress.
- Q5. What are the different theories of Emotion? Describe them in detail.
- Q6. Write down the theories of emotions by highlighting their differences with each other
- Q7. Write short note on any two of the following:
- a. Motivation
  - b. Prejudice and Discrimination
  - c. Intelligence assessment
  - d. Biological basis of behaviour

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION, JUNE 2012; AFFILIATED COLLEGES  
LOGIC BA (H) – 421  
BS – III

**Date: June 16, 2012**

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

**INSTRUCTIONS:**

1. Attempt 5 questions where question no 8 is compulsory. 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. Discuss the rules for definition by genus and difference with examples. (12)
- Q2. Explain various kinds of "*disputes*" in language with the help of examples. (12)
- Q3. Differentiate between the following: (12)
- a. Inductive & Deductive Arguments
  - b. Stipulative & Lexical definitions
  - c. Informative & Expressive functions of language
  - d. Obversion & Conversion
- Q4. Workout the traditional square of opposition in detail by showing a diagram. (12)
- Q5. Define the followings with example: (12)
- a. Contradictories
  - b. Ostensive definition
  - c. Categorical propositions
  - d. Logic
- Q6. What do you understand by formal fallacies? Discuss any four with the help of examples. (12)
- Q7. Explain any six informal fallacies with example. (12)
- Q8. Rewrite the following passages in standard form "*categorical Syllogism*" by identifying all the essential elements. (12)
- a. No stubborn individuals who never admit a mistake are good teachers, so, since some well-informed people are stubborn individuals who never admit a mistake, some good teachers are not well-informed people.
  - b. All artificial satellites are important scientific achievements; therefore some important scientific achievements are not American inventions, inasmuch as some artificial satellites are not American inventions.
  - c. Some conservatives are not advocates of high tariff rates, because all advocates of high tariff rates are Republicans, and some Republicans are not conservatives.

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION, JUNE 2012; AFFILIATED COLLEGES  
BUSINESS STATISTICS BA (H) – 451  
BS – III

Date: June 19, 2012

Max Marks: 60

Max Time: 3 Hrs

**INSTRUCTIONS:**

1. Attempt any 5 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.

Q.1(a) Differentiate between (i) Descriptive and Inferential Statistics. (4)  
(ii) Qualitative and quantitative variables

(b) Prepare a frequency distribution for the following data taking five equal classes. (8)  
Compute means of the raw data and for the prepared frequency distribution and compare.

3.1 10.3 3.9 0.5 1.5 11.2 15.6 1.8 12.8 8.2 7.7 2.9  
3.4 11.6 6.4 3.9 8.0 8.4 0.7 7.2 6.8 10.2 0.9 5.5

Q.2(a) The following table contains “weekly wages” of 10 employees of an organization: (8)

Weekly Wages	401–420	421–440	441–460	461–480	481–500
No. of Employees	2	4	8	4	2

- (i) Compute Mean, Median, and Mode.
- (ii) Comment on the symmetry of the distribution.

(b) In a class there are 22 girls and 38 boys. The mean score of girls in an examination is 78 and the mean score of boys is 71. What is the mean score of the entire class? (4)

Q.3(a) For the frequency distribution given below, calculate coefficient of variation. (6)

C.I	f
1.5 – 1.9	1
2.0 – 2.4	2
2.5 – 2.9	4
3.0 – 3.4	15
3.5 – 3.9	10
4.0 – 4.4	5
4.5 – 4.9	3

(b) The following are the number of defective bolts produced daily by two machines: (6)

Machine A	2	4	6	5	8	10	7
Machine B	3	7	0	2	11	0	12

Which machine exhibits more variability in terms of coefficient of variation?

Please Turn Over

Q.4(a) Find the number of distinct permutations that can be formed from all the letters of the word PERSEVERANCE. (4)

(b) Two balanced dice are rolled. What is the probability that the sum of dots is at least 7? (4)

(c) A coin is tossed four times. Find the probability of three heads. (4)

Q.5(a) A and B are two dependent events and  $P(A) = 0.25$ ,  $P(B) = 0.33$ ,  $P(A \cup B) = 0.43$ . Compute  $P(A \cap B)$  and  $P(B/A)$ . (4)

(b) Given the probability function: (8)

$$P(X) = \frac{5-X}{10}, \quad X = 1, 2, 3, 4.$$

Calculate the mean and variance of X.

Q.6(a) Three items are chosen at random from a lot containing 15 items of which 6 are defective. Find the probability that: (6)

(i) two items are defective?

(ii) at least one item is defective?

(b) It is known that 6% of the production of a manufacturer is defective. A random sample of 10 items is drawn from the production. Let x be the number of defective items in the sample. (6)

Find (i)  $P(x \geq 2)$  (ii)  $E(x)$  (iii)  $V(x)$

Q.7(a) A sample of paired observations is given as: (6)

X	2	3	4	5	6	7	8
Y	2	8	11	9	19	14	14

(i) Determine the Regression equation of y on x.

(ii) Estimate y for  $x = 10$ .

(iii) Calculate coefficient of correlation.

(b) For the following data, construct Fisher's price index for 2011 (6)

Product	Price		Quantity	
	2010	2011	2010	2011
A	1125	650	215	165
B	575	825	120	100
C	6600	7100	560	580
D	8250	8500	105	155

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KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION, JUNE 2012; AFFILIATED COLLEGES  
PRINCIPLES OF MANAGEMENT BA (H) – 461  
BS – III

**Date: June 21, 2012**

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

**INSTRUCTIONS:**

- 1. Attempt any 6 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.**

- Q 1 (a) Why has the Maslow theory of needs been criticized? To what extent is it valid? (05)  
(b) How are leadership theory and styles related to motivation? (05)
- Q2 (a) What are the differences between productivity, effectiveness, and efficiency? (05)  
(b) If you were the chief executive of a large corporation, how would you institutionalize ethics in the organization? (05)
- Q3 (a) Discuss how a company with a geocentric orientation may manage. Compare these practices with a company having an ethnocentric outlook. (05)  
(b) Choose an organization that you know and identify its strength and weakness. What are its special opportunities and threats in the external environment? (05)
- Q4 (a) What are the difficulties in merging the organization cultures of the two companies? (05)  
(b) What are some typical failures in manager development and training? Can you explain these failures? What would you recommend to overcome the shortcomings? (05)
- Q5 (a) What are some of the factors that are important in designing individual jobs and jobs for work teams? Which ones seem most important to you? Why? (05)  
(b) Why is the function of staffing seldom approached logically? Briefly describe the systems approach to staffing. How is staffing related to other managerial functions and activities? (05)
- Q6 What are Theory X and Theory Y assumptions? State your reasons for agreeing or disagreeing with these assumptions. What are some misunderstandings of these theories? (10)
- Q 7 In many countries companies often have grown from within and are family owned. In these companies very little authority is decentralized. What do you think would explain this tendency? What effect does it have? (10)
- Q8 What are some keys characteristics of French, German, Korean, and Japanese management Practices? (10)

**BEST OF LUCK**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2012; AFFILIATED COLLEGE  
BUSINESS COMMUNICATION – I BA (H) – 441  
BS – III

**INSTRUCTIONS**

- 1. Attempt ALL questions. Each question carries 10 marks. Do not write anything on the question paper.**
- 2. Use of mobile phones or any other communicating device will not be allowed in examination room. Students will have to remove the batteries of these before entering the examination hall.**

- Q1- How does the effective communication boosts up an employee’s career. Discuss.
- Q2- To be an effective business communicator one needs to keep certain business communication principles in mind. What are they?
- Q3- List the different steps of writing process for business purposes.
- Q4- Write a short memo to other employees of the airline service, stating about the increased service charges. Also let them know that the airline’s services now need to be updated and improved accordingly.
- Q5- For the post of a banker, create the situation of your choice and design your C.V along with a job application letter.

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION, JUNE 2012; AFFILIATED COLLEGES  
PRINCIPLES OF MARKETING BA (H) – 462  
BS – IV

Date: June 15, 2012

Max Marks: 60  
Max Time: 3 hrs

**Instructions:**

- 1. Attempt 6 questions, where question no 1 is compulsory. 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 Explain the following Marketing Concept
- Market Penetration
  - Market Skimming
  - Target Pricing Strategy
  - Product Line Pricing Strategy
  - Product Life Cycle
- Q2 (a) Define product Mix. How does it help in the development of Marketing Strategy?  
(b) Explain the concept of Distribution in Service Organization.
- Q3 (a) What do you understand by **“Pull” and “Push”** Strategy in marketing with reference to advertising?  
(b) What are the usual steps are taken in carrying out the Market Research of any Industrial Product?
- Q4 How are Technological and Economic environment currently effecting marketing decisions and activities? Explain with real examples.
- Q5 (a) What are the important objectives of Advertising? Explain.  
(b) Why do new products fail?
- Q6 Provide a detailed understanding of how a message is designed and communicated: who are the various people involved? How are conflicts in ideas and interest managed?
- Q7 Write Short notes on any two of the following:
- Consumer Demographic
  - Sales Promotion
  - Pricing Objective and Strategy

**GOOD LUCK**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION, JUNE 2012; AFFILIATED COLLEGES  
BUSINESS COMMUNICATION - II: BA (H) - 422  
BS - IV

Date: June 13, 2012

Max Marks: 40  
Max Time: 2 hrs

**Instruction:**

- 1. Attempt any 4 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 State the purposes behind the informative speaking and persuasive speaking. (10)
- Q2 Briefly discuss the different components of communication and also mention how they interact during communication process. (10)
- Q3 Explain how the body language communicates. Also state if it has any impact on the communication process. (10)
- Q4 The extemporaneous delivery of oral message is preferred by both, the speakers and the listeners. Explain why? (10)
- Q5 What are the different types of visual aids that could make a presentation more explicit? (10)

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2012; AFFILIATED COLLEGES  
STATISTICAL INFERENCE: BA (H) – 432  
BS – IV

**Date: June 18, 2012**

**Max. Time: 3 Hours**  
**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 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 mean and variance of a normal random variable are 50 and 25 respectively. Find the following probabilities:

- (i)  $P(37.5 \leq x \leq 62.5)$                       (ii)  $P(40.2 \leq x \leq 59.8)$

(b) A random sample of size 49 is taken from a population having a mean of 100 and standard deviation of 14. Find the probability that sample mean will lie between 96 and 104.

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

(b) Draw all possible samples of size 3 with replacement from the population 6, 9.

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

Q.3(a) A certain medicine is given to each of 12 randomly selected patients suffering from the same disease resulted in the following increases of blood pressures:

5, 2, 8, -1, 3, 0, 6, -2, 1, 5, 0, and 4mm Hg.

Construct a 99% confidence interval for the mean increase of blood pressures of all such patients.

(b) A machine fills milk bottles, the mean amount of milk in each bottle is supposed to be 250 ml. In a routine check to see that the machine is operating properly, 36 filled bottles are chosen at random and found to contain a mean of 251.16 ml with a standard deviation of 2.4 ml.

At a 0.025 level of significance, is the machine operating properly?

Q.4(a) A box contains a large number of balls of four different colours: Black, White, Red and Green. A random sample of 16 balls drawn at random from the box revealed that 3 are black, 7 white, 4 red and 2 green balls. Test the hypothesis that the box contains equal proportions of differently coloured balls. 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 JUNE 2012; AFFILIATED COLLEGES  
INTRODUCTION TO BUSINESS FINANCE: BA (H) – 412  
BS – IV

Date: June 20, 2012

Max Marks: 60  
Max Time: 3 hrs

**Instruction:**

1. Attempt ALL FIVE questions. Show necessary computations. 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.

**Q.1** Your Company is considering two mutually exclusive projects, X and Y, whose costs and cash flows are shown below:

Year	0	1	2	3	4
X	(\$ 1000)	100	300	400	700
Y	(\$1000)	1000	100	50	50

The projects are equally risky, and their costs of capital are 12 percent. You must make recommendation for one project between above two, and your recommendation should base on the NPV and IRR.

**Q.2 A:** David Ortiz Motors has a target capital structure of 40 percent debt and 60 percent equity. The yield to maturity on the company's outstanding bonds is 9 percent, and the company's tax rate is 40 percent. Ortiz's CFO has calculated the company's WACC as 9.96 percent. What is the company's cost of equity capital?

**B:** Tunney Industries can issue perpetual stock at a price of \$ 50 a share? The issue is expected to pay a constant annual dividend of \$ 3.80 a share. The flotation cost on the issue is estimated to be 5 percent. What is the company's cost of preferred stock, kps?

**Q.3 A:** Find the present values of the following cash flow streams. The appropriate interest rate is 8 percent.

Year	1	2	3	4	5
Cash Stream A	\$100	400	400	400	300
Cash Stream B	\$300	400	400	400	100

**B:** Find the interest rates on each of the following:

- (i) You borrow \$700 and promise to pay back \$ 749 at the end of 1 year.
- (ii) You borrow \$9000 and promise to make payment of \$2,684.80 per year for 5 years.

**C:** To help you reach your \$1000 goal, your father offers to give you \$ 400 on January 1, 2003. You will get a part-time job and make 6 additional payments of equal amounts each 6 months thereafter. If all of his money is deposited in a bank which pays 8 percent, compounded semi-annually, how large must each of the 6 payments be? What is the effective annual rate being paid by the bank?

**Q.4 A:** Define the following terms; inventory conversion period, receivables collection period, and payables of deferral period. Give the equation for each term.

**B:** What should a firm's goal be regarding the cash conversion cycle? Explain your answer.

**C:** What are some actions a firm can take to shorten its cash conversion cycle?

**Q.5 A:** Define the following:

1. Performance shares or Executive stock options
2. Earnings per Share
3. Dividend Policy

**B:** Identify the hybrid forms of organization and explain the difference among them.

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION, JUNE 2012; AFFILIATED COLLEGES  
ORGANIZATIONAL BEHAVIOUR: BA (H) – 442  
BS – IV

Date: June 22, 2012

Max Marks: 60  
Max Time: 3 Hrs

**Instruction:**

- 1. Attempt any 4 questions. Support your answers with examples. 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 (a) Define Perception? Explain the various factors that affect perception.  
(b) Explain attitude and its characteristics. What type of barriers prevents people from changing their attitude? How can attitude be changed?
- Q2 In your own words briefly explain Maslow theory of motivation relate it to Herzberg's two factor of theory.
- Q3 What is the difference between negative reinforcement and punishment? Explain the various schedules for providing reinforcement.
- Q4 Explain the development stages of group formation. What are the different types of powers?
- Q5 Define stress? Explain the causes & consequences of stress.

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION, JUNE 2012; AFFILIATED COLLEGES  
BUSINESS AND LABOR LAW: BA (H) – 452  
BS – IV

Date: June 25, 2012

Max Marks: 60

Max Time: 3 hrs

**Instruction:**

1. Attempt 5 questions, where question no 7 is compulsory. 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.

- Q.1. When consent shall be treated as free consent under Contract Act 1872? Also briefly define the agreements which are expressly declared void.
- Q.2. What is breach of contract and what are its consequences under section 72 and 73? Also define different types of damages.
- Q.3. Who can be an agent and principal? How does an agent differ from servant and contractor?
- Q.4. What are the advantages and disadvantages of partnership? Also briefly highlight the liabilities of minor partner under Partnership Act 1932.
- Q.5. What are the rights of unpaid seller? Also distinguish between conditions and warranties under the Contract of Sales of Goods Act 1930.
- Q.6. Briefly state the provisions related to Health, Safety, Working Hours, Holiday, Leaves and Women Workers under Factories Act 1934?
- Q.7. Give brief definitions of following:
1. Caveat Emptor
  2. Difference between damages and compensation
  3. Difference between decision reversed and decision over ruled
  4. Prima Facie Evidence
  5. Appellate Court
  6. Difference between damage and damages
  7. Respondeat Superior
  8. Ratio Decidendi
  9. Statute law
  10. Precedent

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2012; AFFILIATED COLLEGES  
COST ACCOUNTING; BA (H) – 511  
BS – V

Date: June 28, 2012

Max Time: 3 Hrs

Max Marks: 60

**Instructions:**

1. Attempt 4 QUESTIONS where question no 1 and 5 are compulsory. 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. Determine each of the missing amounts. Using three inventory accounts.

Beginning raw materials inventory	Rs.17,000
Purchases of raw materials during the year	?
Raw materials available for use	?
Ending raw materials inventory	12,000
Cost of raw materials used	90,000
Direct labor costs incurred	130,000
Variable manufacturing overhead applied	?
Fixed manufacturing overhead applied	100,000
Total manufacturing costs incurred	370,000
Beginning work in process	25,000
Cost of goods manufactured	Rs. ?
Sales	?
Beginning finished goods inventory	30,000
Cost of goods available for sale	?
Ending finished goods inventory	50,000
Cost of goods sold	?
Gross profit	140,000
Selling, General, and administrative expenses	68,000
Income from operations	Rs. ?

Q.2. Information obtained from G Inc.'s accounts on Dec. 31 included:

	<u>2007</u>	<u>2006</u>
Raw materials inventory	Rs. 11,000	Rs. 9,000
Work in process inventory	19,000	13,000
Finished goods inventory	33,000	42,000
Sales	Rs.210,000	
Depreciation factory	12,000	
Direct labor costs	38,000	
Purchase of raw materials	44,000	
Advertising expense	10,000	

**Required:** Using T-accounts Compute:

- a) The cost of raw materials used in production for G Inc. in 2007?
- b) The cost of goods manufactured for G Inc. in 2007?
- c) The cost of goods sold for G Inc. in 2007?

Q3. Job No.405 called for the making of 3,500 meters of ceramic plates with these unit costs,

Direct material	Rs.10
Direct labor	20
Factory overhead	125% of DL

When the orders were completed, 175 rejected unit a normal number were sold for Rs.35 each and remaining standard units at Rs.70. A separate work in process account is used for each cost element.

**REQUIRED:** 1) Prepare all necessary journal entries and show all computations.  
2) Calculate per unit cost ( in case loss charge to all production.

Q.4. From the following data, collected from the records of a manufacturing unit of a Company, calculate **total daily earning (Regular wages and Bonus)** of a group of 20 workers. Regular wages and bonuses are given on an hourly basis.

No. of workers in the group	20
Standard production per hour	100 units
Wage rate per hour	Rs10 per hour

- In case the production exceeds by 10%, bonus is paid according to the 100% bonus plan. Following is the production report for the week:

Days	Hours worked	Production
Monday	160	18,400
Tuesday	181	20,346
Wednesday	155	19,985
Thursday	173	29,825
Friday	178	32,400

Q.5. The AB & Co produces a chemical which requires processing in three departments. The following data to the operation of department III for September, 2004.

Units in process at start 50% completed as to mat. & C.C	5,000
Unit received from Department II	40,000
Unit transferred to finished store room	35,000
Units lost	1,000
Balance of units are in process: 100% completed as to material & 50% as to C.C.	
Cost of beginning inventory	Rs.25,000
Cost transferred from Department II	Rs.30,000
Cost added:	
Material	Rs. 8,800
Labour	Rs. 9,000
F.O.H.	Rs. 7,200

**Required:** Prepared cost of production report of Department III by FIFO costing.

Q.6.) The Shahid company's Under applied factory overhead is Rs.3,000. Budgeted overhead for 3,000 hours per month is Rs.16,000 and at 7,000 hours is Rs.24,000. Actual factory overhead for the month is Rs./18,000 and actual volume is 5,000 hours.

**REQUIRED:**

1. Variable overhead in overhead rate
2. Budgeted fixed overhead
3. Applied FOH
4. FOH rate
5. Spending Variance
6. Idle Capacity Variance

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2012; AFFILIATED COLLEGES  
ENVIRONMENTAL STUDIES BA (H) – 521  
BS – V

**Date: June 30, 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.**

- Q1: Define the following terms. (5 Marks)  
a) Wetlands b) Biomes c) Habitat d) Resources e) Hydrosphere
- Q2: Differentiate between the following: (10 Marks)  
a) Ecology and Ecosystem  
b) Specie Conservation and Specie Preservation  
c) Community and Population  
d) Aquatic and Marine Environment  
e) Stratosphere and Troposphere
- Q3: a) Define the term Biodiversity? Why it is necessary to preserve specie?(5 Marks)  
b) What are the different methods for the preservation of biodiversity?(5 Marks)
- Q4: Describe the causes of community and ecosystem degradation? (5 Marks)
- Q5: a) Discuss the kind of resources? (5 Marks)  
b) What are the different factors responsible for depletion of resources?(5 Marks)
- Q6: What are the causes of global environmental crises? (5 Marks)
- Q7: Define Biomes and its types? (5 Marks)
- Q8: Describe the phenomenon, its causes and effects... (10 Marks)  
a) Global Warming and Green House Effect  
b) Ozone Layer depletion

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2012; AFFILIATED COLLEGES  
COMMUNITY DEVELOPMENT BA (H) – 531  
BS – V

**Date: July 03, 2012**

**Max Time: 3 Hrs**

**Max Marks: 60**

**Instructions:**

- 1. Attempt any 4 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** (a) What are In and Out- groups? also discuss how In and out-groups effect ethnocentrism in society [7.5]  
(b) What are primary and secondary social groups and their various characteristics.[7.5]
- Q 2** (a) Discuss the theory of socialization presented by Mead along with the stages in the development of self. [7.5]  
(b) What Sigmund Freud, in the process of socialization has presented, in context with the components of personality? [7.5]
- Q 3** Discuss in detail (a) Structural & Functional and (b) Symbolic Interaction schools of thought perspectives used to study society in sociology. [15]
- Q 4** Write a comprehensive note on any two of the following; [15]
- a. Culture and its normative aspects
  - b. Conflict school of thought
  - c. Community development, its prerequisites
- Q 5** Define the following terms; [15]
- |                       |                              |                       |                    |
|-----------------------|------------------------------|-----------------------|--------------------|
| 1. Ethnology          | 2. Reference group           | 3. Cultural lag       | 4. Social distance |
| 5. Manifest functions | 6. Id                        | 7. Looking Glass self | 8. Cultural trait  |
| 9. Epidemiology       | 10. Sociological Imagination | 11. Positivism        |                    |
| 12. Science           | 13. Empiricism               | 14. Community         | 15. Society        |
- Q 6** (a) Who was August Comte, and what are his contributions towards the growth of sociology? [5]
- Q 6** (b) Discuss the relationship of sociology with any four social sciences. [10]

**Good luck**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2012; AFFILIATED COLLEGES  
ECONOMY OF PAKISTAN BA (H) – 541  
BS – V

Date: July 4, 2012

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. 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 direction of the future economic development of Pakistan should be set forth not by The Quantity of manpower but the Quality of man power."Discuss.
- Q-2) What are the major and minor agricultural crops of Pakistan? Discuss the importance of mechanization in the economic development of Pakistan.
- Q-3) Analyze the Education policy of Pakistan with reference to literacy ratio as well as Teachers/students ratio.
- Q-4) What is the significance of Industries in Pakistan? What are the causes of the backwardness of Industrial sector? Suggest the measures to improve and promote this sector.
- Q-5) What is the importance of Power resources in the economic development of Pakistan? Describe the role of public sector organizations in the generation, transmission and Distribution of Electricity in Pakistan.
- Q-6) Describe the tools of Monetary Policy of Pakistan. What are the measures to control the Budget deficit?
- Q-7) Write short notes on any two of the following:
- 1) ROLE OF SECURITY EXCHANGE COMMISSION OF PAKISTAN
  - 2) MEANS OF COMMUNICATION AND TRANSPORT
  - 3) INVESTMENT POLICY
  - 4) WORLD TRADE ORGANIZATION
  - 5) FACTORS OF INFLATION

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2012; AFFILIATED COLLEGES  
FINANCIAL MANAGEMENT BA (H) – 551  
BS – V

Date: July 07, 2012

Max Time: 3 Hrs  
Max Marks: 60

**Instructions:**

**ATTEMPT ALL QUESTIONS. Do not write anything on the question paper. 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:** Universal Bank pays 7 percent interest, compounded annually, on time deposits. Regional Bank pays 6 percent interest, compounded quarterly.

- a) Based on effective interest rates, in which bank would you prefer to deposit your money?
- b) Could your choice of banks be influenced by the fact that you might want to withdraw your funds during the year as opposed to at the end of the year?

**Q.2:** The earnings, dividends, and stocks price of Carpetto Technologies Inc. are expected to grow at 7 percent per year in the future. Carpetto's common stock sells for \$ 23 per share, its last dividend was \$ 2.00, and the company will pay a dividend of \$ 2.14 at the end of the current year.

- a) Using the discounted Cash flow approach, what is its cost of equity?
- b) If the firm's beta is 1.6, the risk-free rate is 9 percent, and the expected return on the market is 13 percent what will be the firm's cost of equity using the CAPM approach?
- c) If the firm's bonds earn a return of 12 percent, what will  $K_s$  be using the bond-yield-plus-risk-premium approach?

**Q.3:** A company is analyzing two mutually exclusive projects, A and F, both cost for \$ 1,000. The company's cost of Capital is 10 percent. And inflows are given below:

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>
A	\$900	250	10	10
F	\$0	250	400	800

Compute (a) Payback Period (b) Discounted Payback Period (c) NPV and (d) IRR.

**Q.4:** You are considering an investment in the common stock of Keller Corp. The stock is expected to pay a dividend of \$ 2 a share at the end of year ( $D_1 = \$ 2.00$ ). The stock has a beta equal to 0.9. The risk free rate is 5.6 percent, and the market risk premium is 6 percent. The stock's dividend is expected to grow at some constant rate  $g$ . The stock currently sells for \$ 25 a share. Assuming the market is in equilibrium, what does the market believe will be the stock price at the end of 3 year? That is, what is  $P_3$ ?

**Q. 5: (a)** What kind of career opportunities are open to the finance majors? **(06)**

**(b)** What factors affect stock prices? **(02)**

**(c)** What factors affect the level and risk of cash flows? **(02)**

**Q.6:** The Garraty Company has two bond issues outstanding. Both bonds pay \$ 100 annual interest plus \$1,000 at maturity. Bond L has a maturity of 15 years, and Bond S a maturity of 1 year.

- a) What will be the value of each of these bonds when the going rate of interest is (1) 5 percent, (2) 8 percent, and (3) 12 percent? Assume that there is only one more interest payment to be made on Bond S.
- b) Why does the longer-term (15 year) bond fluctuate more when interest rates change than does the shorter-term bon (1 year)?

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2012; AFFILIATED COLLEGES  
COMPUTER APPLICATION TO BUSINESS BA (H) – 561  
BS – V

Date: July 10, 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) Differentiate between
  - a. System Software and Application Software
  - b. User-less Computers and Multiuser Computers
  - c. Web and Internet
- b) What are the different topologies that are used to create a small scale network? Mention and Explain each
- c) How Client Server based environment can be created?

**Question # 2**

- a) There are many Failures in E-Commerce environment, but still is one of the most demanding and growing segment in the Businesses specially B2B. Explain why such a trend exists in the Industry?
- b) Mention and Define the Content and Frame work of E-Commerce.

**Question # 3**

- a) What is the primary difference between intranets and extranets
- b) Define the following
 

i. Server Based Networks	iv. LAN Card (Network Interface Card)
ii. Peer To Peer Networks	v. Wireless Access Point
iii. Modem	

**Question # 4**

- a) What do we mean by the term Electronic Distributor? How does they differ from different intermediaries in E-Commerce environment? How DYNAMIC PRICING affect their business (Define Dynamic Pricing first)?
- b) Define what is meant by the term electronic bartering? How the bartering is conducted in the digital environment? How does it (bartering) differ from the Intermediaries in B2B?

**Question # 5**

- a) How online alliances are being formed? What purpose they fill in and in which circumstances we should opt for an alliance.
- b) What do we mean by the term Quality Uncertainty in electronic market place? and What are the different success factors that contribute to the E-Market success?

**Question # 6**

- a) Draw the diagram and explain Five step approach to develop an E-Commerce Solution for an organization
- b) How could you differentiate between in-house development and out-sourcing.

**Question # 7**

- a) How does the electronic commerce alters the business processes and transforms the non performing organizations to successful e-tailers/e-distributors.
- b) Mention and define the different characteristics of successful E-Tailing and classify them by distribution channel

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
 UNIVERSITY OF KARACHI  
 FINAL EXAMINATION JUNE 2012; AFFILIATED COLLEGES  
 ENTREPRENEURSHIP BA (H) – 512  
 BS – VI

Date: June 27, 2012

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.

- Q. No.1      What are the barriers to entry? How do they affect new venture assessment?
- Q. No.2      Briefly describe the difference between macro and micro level schools of thought?
- Q. No.3      Define SMEs and what are the major financial and marketing issues of SMEs?
- Q. No.4      What are four major types of innovation? What are the major sources of innovation explain with example?
- Q. No.5      How would an entrepreneur's new venture strategy differ under each of the following marketing philosophies; production driven, sales driven & consumer driven?
- Q. No.6      Briefly describe each of the major segments to be covered in a business plan.
- Q. No.7      (a) Private equity placement more easier than public equity offering. Justify the statement.
- (b) Government can be source of new venture ideas in two ways explain with example?
- Q. No.8      Briefly describe the role of motivation & compensation in the success of entrepreneurial venture?

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2012; AFFILIATED COLLEGES  
PRODUCTION & OPERATION MANAGEMENT: BA (H) – 522  
BS – VI

Date: June 29, 2012

Max Marks: 60

Max Time: 3 Hours

- 1. Attempt any 5 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. Why is it important for business graduates to have knowledge of the production management; in addition state the difference between operation management and operation research.
- Q2. Enumerate the four perspectives of the generic strategy map proposed by Kaplan and Norton and discuss anyone briefly.
- Q3. Highlight the significance of control chart in project management using relevant diagrams.
- Q4. Define /differentiate the following:
- i. Total quality management and ISO 9000
  - ii. Job enrichment Vs Job Shop
  - iii. Single stage Vs Multi Stage Process
  - iv. Outsourcing Vs Logistics
  - v. Strategic capacity planning and capacity cushion
- Q5. The material requirement planning (for manufacturing activities) closely interacts with master schedule, bill of material, inventory records, and output reports. Elaborate the statement.
- Q6. Describe the concept of fixed-order quantity model with reference to inventory calculation.

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2012; AFFILIATED COLLEGES  
MARKETING MANAGEMENT BA (H) – 532  
BS – VI

**Date: July 2, 2012**

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

**INSTRUCTIONS:**

- 1. Attempt any 4 Questions, all 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 Explain the different stages of consumer buying process through which you will go while making a decision to purchase a television.
- Q2 What is the marketing Research System? Explain the different steps involved in marketing research process.
- Q3 What are the factors that should be considered while setting the pricing policy? Elaborate your answer.
- Q4 Explain the five competitive forces identified by Michael Porter that determine the intrinsic long run attractiveness of market or market segment.
- Q5 Write note on any two of the following:
- (i) Marketing Channel System
  - (ii) Market Targeting
  - (iii) SWOT analysis

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2012; AFFILIATED COLLEGES  
BUSINESS RESEARCH METHODS BA (H) – 542  
BS – VI

Date: July 4, 2012

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. 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 research and explain the difference between applied and basic research. Describe a situation where research will help you as manager to make a good decision.
- Q2. (a) In what types of situations is conducting a census more appropriate than sampling? When is sampling more appropriate than taking a census?  
(b) Describe the difference between probability and nonprobability sampling.  
(c) What are the benefits of stratified sampling?
- Q3. Differentiate primary and secondary data. Describe the advantages and disadvantages of telephone interviews.
- Q4. Define attitude. Distinguish between rating and ranking. Which is a better attitude measurement? Why? In what type of situation would the sorting technique be most appropriate?
- Q5. Identify problem areas that are likely to be studied in an organization. State research problems clearly and precisely.
- Q6. How would you describe the research process? Describe the four types of scales.
- Q7. Write notes on any **TWO** of the following:
1. Uses of Secondary Data
  2. Research Proposal
  3. Scientific Methods

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2012; AFFILIATED COLLEGES  
MANAGERIAL ACCOUNTING BA (H) – 562  
BS – VI

**Date: July 09, 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:** Speedy Parcel Service operates a fleet of delivery trucks in a large metropolitan area. A careful study by the company's cost analyst has determined that if a truck is driven 120000 miles during a year, the average operating cost is 11.6 cent per mile. If a truck is driven only 80000 miles during a year, the average operating cost increases to 13.6 cent per mile.

**Required:**

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

**Q. 2:** Superior Door Company sells pre-hung doors to home builders. The doors are sold for \$ 60 each. Variable costs are \$ 42 per door, and fixed costs total \$ 450,000 per year. The company is currently selling 30,000 doors per year.

**Required:**

1. Prepare a contribution format income statement for the company at the present level of sales and compute the degree of operating leverage.
2. Management is confident that the company can sell 37,500 doors next year (an increase of 7,500 doors, or 25%, over current sales). Compute the following:
  - a. The expected percentage increase in net operating income for the next year.
  - b. The expected total dollar net operating income for next year. (Do not prepare an income statement; use the degree of operating leverage to compute your answer.)

**Q. 3:** The budgeted unit sales of Haerve Company for the upcoming fiscal year are provided below:

	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
Budgeted unit sales	12,000	14,000	11,000	10,000

The company's variable selling and administrative expenses per unit are \$ 2.75. Fixed selling and administrative expenses include advertising expenses of \$ 12,000 per quarter, executive salaries of \$ 40,000 per quarter, and depreciation of \$ 16,000 per quarter. In addition, the company will make insurance payments of \$ 60,000 in the 2<sup>nd</sup> quarter and \$ 6,000 in the 4<sup>th</sup> quarter. Finally, property taxes of \$ 6,000 will be paid in the 3<sup>rd</sup> Quarter.

**Required:**

Prepare the company's selling and administrative expenses budget for the upcoming fiscal year.

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

<b>Standard Hours</b>	<b>Standard Rate per Hour</b>	<b>Standards Cost</b>
24 minutes	\$ 6.00	\$ 2.40

During July, 8,500 hours of direct labor time were recorded to make 20,000 discs. The direct labor cost totalled \$ 49,300 for the month.

**Required:**

1. What direct labor cost should have been incurred to make the 20,000 discs? By how much does this differ from the cost that was incurred?
2. Break down the difference in cost from (1) above into a labor rate variance and labor efficiency variance.
3. The budgeted variable manufacturing overhead rate is \$ 4 per direct labor-hour. During July, the company incurred \$ 39,100 in variable manufacturing overhead cost. Compute the variable overhead spending and efficiency variances for the month.

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

	<b>Per 15,000 Unit</b>	<b>Units per year</b>
Direct Materials	\$6	\$90,000
Direct Labor	8	120,000
Variable manufacturing overhead	1	15,000
Fixed manufacturing overhead, traceable	5*	75,000
Fixed manufacturing overhead, common, but allocated	10	150,000

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

**Required:**

1. Assuming that the company has no alternative use for the facilities now being used to produce the thermostat, should the outside supplier's offer be accepted? Show all computations.
2. Suppose that if the thermostats were purchased, Climate-Control, Inc., could use the freed capacity to launch a new product. The segment margin of the new product would be \$ 65,000 per year. Should Climate-Control, Inc., accept the offer to buy the thermostats from the outside supplier for \$20 each? Show computations.

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2012; AFFILIATED COLLEGES  
CONSUMER BEHAVIOR BA (H) – 601  
BS – VII

**Date: June 28, 2012**

**Max Time: 3 Hrs**

**Max Marks: 60**

**Instructions:**

- 1. Attempt ANY 5 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.**

- Q1 Describes personality theories & explain their differences & how marketers practically apply these theories in different brands?
- Q2 Name and describe the four major sets of variables that might be used in segmenting consumer markets. Which segmenting variable(s) do you think pizza hut is using?
- Q3 Briefly described the role of perceptual selection in advertisement.
- Q4 What is distinction among attitude theories of congruity, balance and cognitive dissonance? Highlight their major characteristics.
- Q5 What are the various types of problem recognition activate it and track it over time.
- Q6 (a) Established the relationship between marketer dominated & non – marketer dominated sources of information?  
(b) Briefly describes the simplified schemes of classifying motives.
- Q7 Name three products that are presently culturally unacceptable. What marketing strategies would you use to overcome their cultural resistance?

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2012; AFFILIATED COLLEGES  
MANAGEMENT INFORMATION SYSTEM BA (H) – 611  
BS – VII

**Date: June 30, 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**

Duraflex is a German footwear company with annual men's footwear sales of approximately 1.0 billion Euro(€). They have always relied on the boot market for the majority of their volume and in this market they compete with three other major competitors.

Together, these four brands represent approximately 72% of the 5.0 billion € German men's boot market. The boots category includes four main sub-categories. Work boots, casual boots, field and hunting boots, and winter boots. Work boots is the largest sub-category and is geared to blue collar workers who purchase these boots primarily for on-the-job purposes. Casual boots is the fastest growing sub-category, and is geared more towards white collar workers and students who purchase these boots for week-end / casual wear and light work purposes

The four key competitors in the market are Badger, Duraflex, Steeler, and Trekker. Badger and Steeler are both well established as work boot companies, having a long history and strong brand recognition and credibility among blue collar workers. At the other extreme is Trekker, a strong player in the casual boot market but a very weak player in work boots. Duraflex, however, is a cross between the other competitors, having a significant share in both work boots and casual boots.

Historically Duraflex had an even stronger position in the work boot sector. However, since 1996 when the company began selling casual shoes and focusing on the growth opportunity in casual boots, sales of the Duraflex work boot line have steadily declined. Also, around the same time Duraflex shifted its emphasis, Badger became a much more assertive competitor in the work boot market, increasing its market share to 43% in just three years

In the fall of 1998, Badger launched a new line of aggressively priced work boots. The strong success of this line has caused Duraflex's management to re-evaluate their position in work boots. With limited additional resources, management must now decide if they should focus their efforts on competing with Badger in the work boot sector, or focus their resources on further strengthening their position with casual boots.

- a) Explain why Badger is outperforming Duraflex in the work boot market. Why the role of M.I.S. in the afore case study is important for Duraflex? What role could it play in the success and Market capturing of the boot sector by the Duraflex?
- b) What changes would you recommend to Duraflex's work boot strategy? Why? Would you recommend they introduce a sub-branded boot line? How could M.I.S. be useful in evaluating the recommendations?

**Question # 2**

The internet is the driving force behind developments in telecommunications, networks, and other information technologies? Do you agree or not? Justify your answer with proper explanation and example.

**Question # 3**

Define what do we mean by the term Virtual organizations / Paperless organizations?

**Question # 4**

Define the following terms (any 6)

1. Business Process Re-Engineering
2. OLAP
3. 5 Types of business TPS in business organization
4. 4 stages of Decision making
5. Sales and Marketing System
6. Entities / Attributes / Key Fields
7. Human Resource System
8. Customer Relationship Management System
9. HTML / XML

**Question # 5**

What are the benefits and challenges of implementing enterprise system? What is an organization and its unique features?

**Question # 6**

List and briefly describe the major types of systems in organizations and briefly define TPS.

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2012; AFFILIATED COLLEGES  
BUSINESS ETHICS BA (H) – 621  
BS – VII

**Date: July 03, 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. What is the significance of business ethics to an organization, why is it important for the modern age organizations to have an understanding of it.
- Q.2. Define/describe the following:
- i. Code of conduct
  - ii. Etiquette
  - iii. Morality
  - iv. Capitalism
  - v. Job discrimination
- Q.3. Discuss the philosophy of utilitarianism, and what features make it appealing in an organizational context.
- Q.4. Describe the role of leadership in implementing ethical programs in an organization.
- Q.5. Distinguish between organizational structure and corporate culture; are they interrelated? How can it effect in enhancing organizational performance.

**END OF PAPER**

KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2012; AFFILIATED COLLEGES  
STRATEGIC MANAGEMENT: BA (H) – 602  
BS – VIII

Date: June 27, 2012

Max Marks: 60

Max Time: 3 Hours

- 1. Attempt any 6 Questions. Start each new question on a new page. 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 Why is it important to integrate R&D into corporate strategy? Briefly discuss the factors which should be taken into consideration if the innovation process is to be managed successfully. Explain giving examples. (10)
- Q2 "In maturity stage of product life cycle the market becomes saturated, price competition intensifies, and the rate of sales growth slows down." Suggest strategic choices in such situations.(10)
- Q3 (a) What is strategy implementation? How far it is different from strategy formulation?(05)  
(b) What is turnaround management? What are various stages in its implementation?(05)
- Q4 (a) What are the tools and techniques in making strategic analysis and choice? (05)  
(b) Define Socio-Cultural environment? What factors constitute Socio-Cultural environment? Explain each of them? (05)
- Q5 (a) Discuss in detail the major steps involved in strategic management process? (05)  
(b) Compare and contrast SWOT analysis with portfolio analysis. (05)
- Q6 (a) Why is an understanding of national cultures important in strategic management?(05)  
(b) What are the advantages and disadvantages of being a first mover in an industry? Give some examples of first mover and late mover firms. Were they successful? (05)
- Q7 Discuss the importance of "environmental Scanning" from a strategist's point of view. Should it be an ongoing process or one time activity? Why? (10)

**BEST OF LUCK**

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# BS F.E.P.

**JUNE  
2012**

