College Name: _____

Student Name: _____   Seat No: _____

Copy No: _____

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION; AFFILIATED COLLEGE JUNE 2015
HUMAN BEHAVIOR; BA (H)–411 (PART B)
BBA – III

Date: June 03, 2015   **Max. Time: 90 Mins**
                                                                           Max. Marks: 30
SHORT QUESTIONS ANSWERS

INSTRUCTION
Attempt any Ten Questions All Questions Carry Equal Marks (Answer should not more than 4 to 5 lines)

Q.No.1.What is stress, how does it affect us according to Hans Selye?

Q.No.2.Briefly describes the Psychodynamic approach to personality?

Q.No.3.What is the cognitive arousal theory of emotion?

Q.No.4.What does relatively permanent means? And how does experience change what we do?

Q.No.5.What was the basic ideas of structuralism and functionalism, and who were the important people in those early fields?

Q.No.6.What is the important characteristics of attitude?

Q.No.7.Briefly explain the role of cognitive dissonance in changing human attitude?

Q.No.8.How do people get their values from?

Q.No.9.What is the four elements of observational learning?

Q.No.10.Briefly explain the role of selective perception for designing marketing campaign?

Q.No.11.Briefly explain the Cannon Bard theory of emotion?

Q.No.12.What is the four important strategies for coping stress?

Q.No.13.Briefly explain drive reduction approach to understanding motivation?

Q.No.14.What are the different types of motives?

END OF SUBJECTIVE PAPER

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION; AFFILIATED COLLEGE JUNE 2015
LOGIC; BA (H)–421 (PART B)
BBA – III

Date: June 05, 2015   **Max Time: 100 Mins**
                                                      Max Marks: 40

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

Q1.   Discuss the significance of logic in the contemporary business world.

Q2.   Define definition along with its constitutive components. Elucidate the different types of definitions.

Q3.   Expound Categorical Syllogism with its defining components. Give examples to indicate the different parts of Categorical Syllogism.

Q4.   Illustrate fallacy. Differentiate formal fallacy with informal fallacy. Discuss any four formal fallacies with the help of examples.

Q5.   Define the followings with examples:
    a) Contraposition
    b) Coversion
    c) Obversion
    d) Validity

END OF SUBJECTIVE PAPER

College Name: _____

Student Name: _____   Seat No: _____

Copy No: _____

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2015 AFFILIATED COLLEGES
MONEY AND BANKING BA (H) – 431
BS – III

Date: June 1, 2015   **Max Time: 80 Min**
                                                                                                                                Max Marks: 30

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

SECTION "B"

Q.2: Differentiate between any 04 of the following terms:
a) Capital market and money market   b) common stock and preferred stock
c) Corporate bonds and municipal bonds   d) credit card and debit card
e) Primary market and secondary market   f) depository and non-depository institutions

Q.3: Attempt any four questions (answers not exceed 6-8 lines)
   a) How does the Central bank act "the lender of last resort?"
   b) "Insanity and insolvency render a cheque dishonored" why?
   c) For whom are saving account suitable and why?
   d) How will you prove that "security exchange" create continuous liquid market.
   e) How can deflation controlled by bank reserve ratio requirement

Q.4: What do you understand by following term, .

briefly explain:
   a) Basel agreement I & II
   b) Mudarabah
   c) KYC requirements
   d) Dividend warrants

END OF SUBJECTIVE PAPER

College Name: _____

Student Name: _____   Seat No: _____

Copy No: _____

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION; AFFILIATED COLLEGE JUNE 2015
BUSINESS COMMUNICATION–I; BA (H)–441 (PART B)
BBA – III

Date: June 12, 2015   **Max. Time: 90 Mins**
                                                                        Max. Marks: 40

III.   GIVE BRIEF ANSWERS TO THE FOLLOWING QUESTIONS. ANSWERS MORE THAN **03** LINES WILL NOT BE CONSIDERED FOR CHECKING / MARKING   (20)

1.   Why is a subject line more important in an e-mail then in any letter?

2.   Highlight at least one difference between a CV and resume.

3.   Why is it suggested to put the request, or the topic of the request, in the subject line for direct request?

4.   Nonverbal communication is very commonly misinterpreted. Why?

5.   Highlight the difference between formal and informal report.

6.   Explain how spatial arrangements act as nonverbal communication?

7.   How does a 'title page differ from a title fly'?

8.   Discuss the criteria of effective business writing.

9.   What is the purpose of writing an annual report?

10.   Differentiate between a solicited and unsolicited sales letter?

11.   How would you explain euphuism?

12.   In which situation would an oral channel be most suitable?

13.   How can you evaluate your message?

14.   When should a chronological resume be used?

15.   How does an index differ from a table of content?

16.   What would be the best way to pass a bad news to peers and subordinates?

17.   Today letters are mostly de-sexed. Give at least three examples of how can a letter be de-sexed.

18.   Why does a credit refusal message require to be more tactful then other refusal messages?

19.   What is the use of an appendix in a report?

20.   What should be the basic approach in writing a claim message?

IV.   DO AS DIRECTED. GIVE BRIEF ANSWERS TO THE FOLLOWING QUESTIONS. ANSWERS MORE THAN **07** LINES WILL NOT BE CONSIDERED FOR CHECKING / MARKING   (20)

1.   What are the writing stages and what are the steps in which a writer can simplify the work?

2.   Define and differentiate between a letter and a memo.

3.   Explain the communication process (only explain do not draw the model)? Discuss at least three barriers that may hinder written communication.

4.   Highlight the points that can make our presentations most liked?

END OF SUBJECTIVE

College Name: _____

Student Name: _____   Seat No: _____

Copy No: _____

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION; AFFILIATED COLLEGE JUNE 2015
BUSINESS STATISTICS; BA (H)–451 (PART B)
BBA – III

Date: June 8, 2015   **Max. Time: 1 Hr**
                                                                                          Max. Marks: 30

INSTRUCTIONS:
1. **Attempt any 3 questions. Do not write anything on the question paper. <u>TABLES ARE NOT REQUIRED.</u>**
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)   Calculate Coefficient of variation for the following data:
         2,4,6,8,1,9,12

   b)   Under what conditions?
        i)   Correlation coefficient = Regression coefficient
        ii)   Standard deviation = Mean Deviation=Quartile Deviation=Range
        iii) Mean = Median = Mode
        iv)   Mean = Median = Mode = GM = HM
        v)   Standard deviation = Mean Deviation = Quartile Deviation = Range = 0

Q2   Following data represents the weight of the box and coins and number of coins in a box.

Number of coins	X	10	20	30	40
Combined Weight of box and coins	Y	312	509	682	865

Given that $n = 4$ $\Sigma X = 100$ $\Sigma XY = 68360$ $\Sigma X^2 = 3000$
a)   Calculate regression line y on x
b)   Estimate the weight of the coin and the box.

Q3 a)   For the following choose the answer and give reason if, in frequency distribution length of each class interval increases then
        i)   Number of classes   a) Increases b) decreases c) remains same
        ii)   Frequency in each class   a) Increases b) decreases c) remains same
        iii) Accuracy of the data   a) Increases b) decreases c) remains same
        iv)   Total frequencies   a) Increases b) decreases c) remains same

   b)   For an index number $\Sigma p_o q_o = 2000$ $\Sigma p_n q_o = 2200$
        Calculate relevant weighted aggregative index number.

Q4   The following table represents the hypertension and smoking habit of 180 individuals.

	Non Smokers	Moderate Smokers	Heavy Smokers
Hypertension	25	35	32
No Hypertension	44	27	17

      One persons is picked at random from this group, find the probability that
      i)   The person is a heavy smoker
      ii)   The person is a non smokers given that the person has no hypertension
      iii) The person is a moderate smokers given that the person has hypertension
      iv)   If two persons are picked at random calculate the probability that both are non smokers

END OF SUBJECTIVE PAPER

College Name: _____

Student Name: _____   Seat No: _____

Copy No: _____

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION; AFFILIATED COLLEGE JUNE 2015
PRINCIPLES OF MANAGEMENT; BA (H)–461 (PART A)
BBA – III

Date: June 10, 2015   **Max. Time: 90 Mins**
                                                           Max. Marks: 30

Q-2   The statements given below are wrong. Why? Give reasoning. (any four)   **12**

  a) A company can pursue 'growth strategy' both internally and externally
  b) Autocratic leaders are always the most effective leaders
  c) Strategic planning can be done at corporate level only.
  d) Micro environment of a bank would same for a retail store (like Metro)
  e) There exists no relationship between Human Resource Management and staffing

  Note : explanation of reasoning for each statement must not exceed half page of your answer script

Q-3   Do you agree or disagree with the given statements? justify your choice (any two)   **06**

  Note : for each statement your answer must not exceed one page of your answer script

  a) management should be seen as a system
  b) in order to survive and grow every organization has to become a 'learning organization'
  c) Planning means defining goals and future organizational performance and deciding on the tasks and use of resources needed to attain them

Q-4   Write short notes on any 4 of the following: **12**

  a) Management by Objectives
  b) Central planning departments
  c) Delegation
  d) Importance of vision statements
  e) Entropy
  f) Bounded rationality
  g) Departmentalization
  h) Virtual Network Approach to departmentalization

END OF EXAM PAPER