

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

College Name: \_\_\_\_\_

Student Name: \_\_\_\_\_ Seat No: \_\_\_\_\_

Copy No: \_\_\_\_\_

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION; AFFILIATED COLLEGE JUNE 2015  
ENTREPRENEURSHIP; BA (H)-512 (PART B)  
BBA – VI**

**Date: June 15, 2015**

**Max Time: 90 Mins**

**Max Marks: 30**

**INSTRUCTIONS:**

- 1. Attempt any 05 questions. Do not write anything on the question paper.**
- 2. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q.1. Graphically illustrates the level of investment risk as assumed by entrepreneur and stages of development of entrepreneurial venture?
- Q.2. Briefly explain the role of environmental school of thought for developing an entrepreneur?
- Q.3. What are the phases of entrepreneurial process?
- Q.4. Briefly explain the elements of industry, in view of Michael E.Porter five forces model?
- Q.5. What are the key steps that are particularly helpful for developing a entrepreneurial marketing plan?
- Q.6. What distinction among the classical management, strategic management and entrepreneurial management?
- Q.7. Write short notes on **Any Two** of the following.
1. SMEs
  2. Sources of innovations
  3. Harvest strategy

**END OF SUBJECTIVE PAPER**

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**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION; AFFILIATED COLLEGE JUNE 2015  
PRODUCTION & OPERATION MANAGEMENT; BA (H)-522 (PART B)  
BBA – VI**

**Date: June 17, 2015**

**Max Time: 2.5 Hrs**

**Max Marks: 30**

**INSTRUCTIONS:**

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

- Q.1 Why quality is considered as a competitive weapon?
- Q.2 How CPM and PERT are used for controlling projects?
- Q.3 Production and operation systems are becoming more and more customer oriented. How is this affecting the functioning of the supply chain?
- Q.4 How do the contemporary issues in human resource management affect the working of the production operations department?
- Q.5 How the application of computers in design and manufacturing constitutes the most significant opportunity for substantial productivity gains in industry today?
- Q.6 How the flow of information and goods take place in a Kanaban system?
- Q.7 Why inventory control is essential in operating a system?
- Q.8 How would you differentiate between design capacity and system capacity?

**END OF SUBJECTIVE PAPER**

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**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGES  
BUSINESS RESEARCH METHODS; BA (H)–542  
BS – VI**

**Date: June 22, 2015**

**Max Marks: 60**

**Max Time: 3 hrs**

**INSTRUCTIONS:**

- 1. Attempt ANY 04 questions. Do not write anything on the question paper.**
- 2. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

Q.1 Write an 'Applied Research' proposal on a research problem of your choice.

Q.2 a) What are the characteristics of scientific research? Explain them very briefly.

Q.2 b) What are the limitations of the characteristics scientific research when we apply on business administration?

Q.3 a) What are the differences between primary and secondary data?

Q.3 b) What are the advantages and disadvantages of open-ended questionnaire?

Q.4 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.

Q.5 a) Explain are the different kinds of questions used in questionnaire for generating data.

Q.5 b) Explain the scaling tools used for converting 'qualitative data' into 'quantitative data'.

Q.6 a) What is a sample size? How can it be determined?

Q.6 b) What steps are essential in determining the sample size in a research project?

Q.7 Differentiate briefly any **Three** of the following:

- a) Proposition and Hypothesis
- b) Primary and Secondary Sources
- c) Lab Experiment and Field Experiment
- d) Inductive and Deductive Theory / Type
- e) Basic and Applied Research

**END OF SUBJECTIVE PAPER**

**APPEARANCE OF MOBILE PHONE(S) / SMART DEVICE(S) SUBJECT TO CONSIDERED AS AN  
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Copy No: \_\_\_\_\_

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION; AFFILIATED COLLEGE JUNE 2015  
MARKETING MANAGEMENT; BA (H)–532 (PART B)  
BBA – VI**

**Date: June 19, 2015**

**Max Time: 1.5 Hrs**

**Max Marks: 30**

**INSTRUCTIONS:**

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

Q-2 Compare 'Holistic Marketing Concept' (HMC) with 'Marketing Concept' and list the advantages you think a company can gain by following HMC **05**

**Note** : Your answer must not exceed one page of your answer script

Q-3 There are two views of the value delivery process, the 'Traditional Physical Process Sequence' and 'Value Creation and Delivery Sequence'. Compare the two, which you think is more practical today? Why? **05**

**Note** : Your answer must not exceed one page of your answer script

Q-4 What role marketers can play in the company's strategic planning? briefly discuss **05**

**Note** : Your answer must not exceed half page of your answer script

Q-5 The product hierarchy stretches from basic needs to particular items that satisfy those needs. List and define the levels of product hierarchy (any five) **05**

**Note** : Your answer must not exceed one page of your answer script

Q-7 Write short notes on ANY 04 of the following" **10**

- i. Value exploration and value creation
- ii. Mass customization
- iii. Local marketing
- iv. Post-purchase dissonance
- v. Value pricing
- vi. Channel conflict

**Note** : maximum limit for each note is half page of your answer script

**END OF SUBJECTIVE PAPER**

**KARACHI UNIVERSITY BUSINESS SCHOOL**  
**UNIVERSITY OF KARACHI**  
**FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGES**  
**HUMAN RESOURCE MANAGEMENT; BA (H)–552**  
**BS – VI**

**Date: June 30, 2015**

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

**INSTRUCTIONS:**

- 1. Attempt 5 questions, where Q-4 is 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 (a) Define Human Resource Management and critically examine the importance of HRM in the context of Pakistani business culture.  
(b) Describe the Purpose and primary objectives of an HR department.
- Q-2 (a) Differentiate between Personnel Management and Human Resource Management. Which one of these Management Techniques do you consider more effective for a Modern Organization?  
(b) Identify the internal Organizational Challenges to Human Resource Management.
- Q-3 (a) Write names of at least 10 (Ten) books on HRM, mentioning names of authors, publishers and the year of publication.  
(b) Explain how training and development differ.
- Q-4 Suppose you are a department manager with twenty four employees and have been asked to determine the training needs of your group by the training specialists in the HR department. What approaches would you use to make this assessment?
- Q-5 What do you mean by HRD? Describe the important purposes and components of HRD.
- Q-6 How would you develop a policy of recruitment and selection?
- Q-7 Describe the following: Any (4) Four
- a) Blind Ads
  - b) Job Enlargement
  - c) Job Performance
  - d) Steps in the evaluation of training and development
  - e) Job description
  - f) Guidelines for effective performance evaluation

**END OF EXAM PAPER**

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**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION; AFFILIATED COLLEGE JUNE 2015  
MANAGERIAL ACCOUNTING; BA (H)-562 (PART B)  
BBA – VI**

**Date: June 26, 2015**

**Max Time: 2 Hrs  
Max Marks: 40**

**INSTRUCTIONS:**

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

Q.1 Imtiaz Corporation has three costs: A, which is variable; B, which is fixed; and C, which is semivariable. The company, which uses the high-low method, extracted the following data from its accounting records:

- At 180,000 hours of activity, Cost A totaled Rs 2,610,000.
- At 140,000 hours, the low point during the period, Cost C totaled Rs 1,498,000; at 200,000 hours, the high point, Cost C's fixed portion amounted to Rs 1.75 per hour.
- At 160,000 hours of activity, the sum of Costs A, B, and C amounted to Rs 8,162,000.

**Required:**

- a) Compute the variable portion (total) of Cost C at 140,000 hours of activity.
- b) Compute Cost C (total) at 160,000 hours of activity.
- c) Compute Cost B (total) at 160,000 hours of activity.

Q.2 The controller for Waqar Machining has established the following overhead cost pools and cost drivers:

<u>Overhead Cost Pool</u>	<u>Budgeted Overhead Cost</u>	<u>Cost Driver</u>
Machine setups	Rs 240,000	Number of setups
Material handling	90,000	Units of raw material
Quality control inspection	48,000	Number of inspections
Other overhead costs	<u>160,000</u>	Machine hours
Total	<u>Rs 538,000</u>	

<u>Overhead Cost Pool</u>	<u>Budgeted Level for Cost Driver</u>	<u>Overhead Rate</u>
Machine setups	200 setups	Rs 1,200 per setup
Material handling	60,000 units	Rs 1.50 per unit
Quality control	1,200 inspections	Rs 40 per inspection
Other overhead	20,000 machine hours	Rs 8 per machine hour

Order no. 715 has the following production requirements:

Machine setups: 7  
Raw material: 11,200 units  
Inspections: 16  
Machine hours: 850

**Required:**

- a) Compute the total overhead that should be assigned to order no. 715 by using activity-based costing.
- b) Suppose that Waqar were to use a single, predetermined overhead rate based on machine hours. Compute the rate per hour and the total overhead assigned to order no. 715.
- c) Discuss the merits of an activity-based costing system in comparison with a traditional costing system.

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- Q.3 The Basit & Shakir Company manufactures an engine for carpet cleaners called the "Snooper." Budgeted cost and revenue data for the "Snooper" are given below, based on sales of 40,000 units.

Sales	Rs 1,600,000
Less: Cost of goods sold	<u>1,120,000</u>
Gross margin	Rs 480,000
Less: Operating expenses	<u>100,000</u>
Net income	<u>Rs 380,000</u>

Cost of goods sold consists of Rs 800,000 of variable costs and Rs 320,000 of fixed costs. Operating expenses consist of Rs 40,000 of variable costs and Rs 60,000 of fixed costs.

**Required:**

- Calculate the break-even point in units and sales rupees.
- Calculate the safety margin.
- Basit & Shakir received an order for 6,000 units at a price of Rs 25.00. There will be no increase in fixed costs, but variable costs will be reduced by Rs 0.54 per unit because of cheaper packaging. Determine the projected increase or decrease in profit from the order.

- Q.4 Tabish Company has the following historical collection pattern for its credit sales:

70% collected in month of sale  
15% collected in the first month after sale  
10% collected in the second month after sale  
4% collected in the third month after sale  
1% uncollectible

Budgeted credit sales for the last six months of the year follow.

July	Rs 30,000
August	35,000
September	40,000
October	45,000
November	50,000
December	42,500

**Required:**

- Calculate the estimated total cash collections during October.
- Calculate the estimated total cash collections during the year's fourth quarter.

- Q.5 Upstate manufactures a product that has the following standard costs:

Direct materials: 40 yards at Rs 2.70 per yard	Rs 108
Direct labor: 8 hours at Rs 18.00 per hour	<u>144</u>
Total	<u>Rs 252</u>

The following information pertains to July:

Direct material purchased: 42,500 yards at Rs 2.78 per yard, or Rs 118,150  
Direct material used: 36,000 yards  
Direct labor: 7,500 hours at Rs 18.30 per hour, or Rs 137,250  
Actual completed production: 1,050 units

**Required:**

- Calculate the direct-material price and quantity variances and the direct-labor rate and efficiency variances. Indicate whether each variance is favorable or unfavorable.

**END OF SUBJECTIVE PAPER**