

**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  
CONSUMER BEHAVIOR; BA (H)-601 (PART B)  
BBA – VII**

**Date: June 16, 2015**

**Max Time: 90 Mins**

**Max Marks: 30**

**INSTRUCTIONS:**

- 1. Attempt any 06 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 forming a consideration set is very important consideration for marketers?
- Q.2. Assumes an attitude regarding a smart phone and use this as an example to demonstrate each characteristic of attitudes.
- Q.3. What distinction among marketer dominated and non-marketer dominated sources of information?
- Q.4. Which of the stages of the family life cycle would constitute the most lucrative Segment/segments for the following products and services?  
(a) Domino's pizza (c) Mutual funds  
(b) Mobile telephones  
Justify your answer.
- Q.5. Briefly explain cultural transfusive model?
- Q.6. As a marketing manager of a firm what external factors you will use and alter to promote your following products:-  
(1) Jeans (3) Suitings / Dress material  
(2) Sim card
- Q.7. Compare and Comment on the positioning strategy of following companies:-  
a) Jazz v/s Ufone c) Lux v/s Safe Guard  
b) Coca- cola v/s Pepsi d) Slanty v/s Lays
- Q.8. How does Maslow's need hierarchy explains consumer motivation? Which level of need can be used to motivate purchase of following products / services?  
i. Multivitamin tablets iii. Pension plans  
ii. Motor bikes

**END OF SUBJECTIVE PAPER**

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

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

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

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

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION; AFFILIATED COLLEGE JUNE 2015  
MANAGEMENT INFORMATION SYSTEM; BA (H)-611 (PART B)  
BBA – VII**

**Date: June 18, 2015**

**Max Time: 2 Hrs  
Max Marks: 30**

**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.**

- Q1 a) What is the role of an Information System in the automated business environment  
b) Enlist the common issues and challenges encountered during implementation of Management Information System.
- Q2 a) Write down the reasons why System Analysis and Designing (SAD) methodologies are needed for developing a business application.  
b) State, the phases involved in business system development designing and analysis.
- Q3 a) Describe the major functions of the RDBMS.  
b) Express how does Business Intelligence (BI) drive from MIS.
- Q4 Write down short notes on **any two** of the followings:  
a) Enterprise Application  
b) Strategic Information System  
c) Workflow Management System  
d) Online Transaction Processing System(OLTP)
- Q5 Write down distinguishing characteristics (atleast 05 each) of **any two** of followings:  
a) Online System and Real-time System  
b) Thin Client and Fat Client  
c) Web Server and Application Server

**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 ETHICS; BA (H)-621 (PART B)  
BBA – VII**

**Date: June 20, 2015**

**Max Time: 90 Mins  
Max Marks: 20**

**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: Attempt any three question

- a) What do you understand by Business Ethics and also describe the values and morals of it?
- b) Describe the classification of Ethical issues?
- c) Describe the various dimensions of social responsibilities?
- d) Explain the stages of cognitive moral development?

Q.3: Explain the following terms:

- a) Norms and policies
- b) Leadership
- c) Conflict
- d) Corporate culture

**END OF SUBJECTIVE PAPER**