



UNIVERSITY OF THE PUNJAB

First Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Introduction to Business
Course Code: BBA-101 /

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Section II: Questions with short answers (10x2=20 marks)

Q. 2. Provide short answers to the following questions.

- i. Define statutory meeting of a joint stock company
- ii. List down any four rights of partners
- iii. Define unlimited company
- iv. What is horizontal business combination?
- v. What do you mean by life insurance?
- vi. List down any four types of debentures
- vii. Just write down any four benefits of cooperative society
- viii. Very Briefly elaborate circular combination
- ix. What do you mean by bonded warehouses?
- x. Define channels of distributions

Section III: Questions with brief answers (3x10=30 marks)

Q. 3. Provide brief answers to the following questions.

- i. What is the importance of business in present world?
- ii. Point out the distinction between articles of association and memorandum of associations.
- iii. Describe the procedure of formation of joint stock company in Pakistan.



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Examination: B.S. 4 Years Programme

PAPER: Introduction to Business

TIME ALLOWED: 30 mins.

Course Code: BBA-101 /

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Section I: Multiple Choice Questions (10x1=10 marks)

Q. 1. Encircle appropriate option with respect to statement.

- i. Election of the Board of Directors is done by Shareholders in
 - a. Annual General Meeting
 - b. Special Meeting
 - c. Statutory Meeting
 - d. None of above
- ii. The rules and regulations for managing the internal affairs of the company are dealt in
 - a. Memorandum of Association
 - b. Articles of Association
 - c. Prospectus
 - d. None of above
- iii. Where the liability of each member is limited to the nominal amount of the shares which he or she holds
 - a. Statutory company
 - b. Unlimited company
 - c. Company limited by guarantee
 - d. Company limited by shares
- iv. The open meeting of shareholders in which various reports are submitted by the directors of the company for approval
 - a. Statutory meeting
 - b. Annual meeting
 - c. Extraordinary general meeting
 - d. Directors' meeting
- v. The resolution which is passed by a majority of not less than $\frac{1}{2}$ of such members who are entitled to vote and who do votes
 - a. Ordinary resolution
 - b. Special resolution
 - c. Extra ordinary resolution
 - d. None of the above
- vi. When two or more similar nature of business units combine under one management
 - a. Vertical combination
 - b. Horizontal combination
 - c. Circular combination
 - d. Diagonal combination
- vii. A cooperative organization in nature is
 - a. Voluntary organization
 - b. Compulsory to join
 - c. Always profit seeking
 - d. None of above
- viii. Buying goods from foreign countries
 - a. Exports
 - b. Imports
 - c. Retail trade
 - d. Home trade
- ix. The art and science of managing money
 - a. Management
 - b. Accounting
 - c. Finance
 - d. Sales promotion
- x. A joint stock company enjoys the benefit of
 - a. Unlimited liability
 - b. Large capital
 - c. Easy formation
 - d. None of above



UNIVERSITY OF THE PUNJAB

Roll No.

Second Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Principles of Management
Course Code: BBA-102/

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Note: Write your Roll No. in space provided. Attempt all Questions.

Q.No.1. Encircle the Most Appropriate Answer of the following: (10)

1. Arranging and structuring work to accomplish the organization's goals.
(A) Organizing (B) Leading
(C) Planning (D) Controlling
2. Fredrick w. Taylor has presented ----- principles of management
(A) 4 (B) 7
(C) 14 (D) 12
3. Making decision on the basis of experience, feelings and accumulated judgment
(A) Programmed decisions (B) Non-Programmed decisions
(C) Rational decisions making (D) None of These
4. Middle level managers typically are responsible for
(A) Business Strategy (B) Corporate Strategy
(C) Functional Strategy (D) All of These
5. A one-time plan specifically designed to meet the needs of unique situations
(A) Single use plans (B) Directional plans
(C) Specific plans (D) Standing plans
6. Any activities the organization does well or any unique resources that it has
(A) Opportunities (B) Strengths
(C) A & B (D) None of these
7. Communication that takes place among any employees on the same organizational level
(A) Diagonal Communication (B) Formal Communication
(C) Upward Communication (D) Lateral Communication
8. The need to make others behave in a way that they would not have behaved otherwise
(A) Need for Power (B) Need for Affiliation
(C) Need for Achievement (D) None of these
9. The management principle that each person should report to only one manager
(A) Unity of Command (B) Span of Control
(C) Authority (D) Chan of Command
10. Trait theories has ----- traits associated with leadership
(A) 7 (B) 4
(C) 14 (D) 6



UNIVERSITY OF THE PUNJAB

Second Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Principles of Management
Course Code: BBA-102/

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q.No.2. Define the following Terms:

(20)

- i. Define Rational Decision Making.
- ii. Draw the pyramid of Maslow's Hierarchy of Needs Theory.
- iii. Define Stated Goals.
- iv. Would you rather work in a mechanistic or an organic organization? Why.
- v. List down the 3 steps of Control Process.
- vi. Define Benchmarking.
- vii. Define Planning.
- viii. List down Four Fayol's Principles of Management.
- ix. Define Structured Problems.
- x. Define Human Resource Management.

Q.No.3. Define Decision? Discuss Decision-Making Process in details with example. (10)

Q.No.4. Write note on

(i) Span of Control

(05)

(ii) Herzberg's Two-Factor Theory

(05)

Q.No.5. Define Leadership? Discuss in detail Trait Theory.

(10)



UNIVERSITY OF THE PUNJAB

Roll No.

Second Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Financial Accounting (Basic)
Course Code: BBA-103 /

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

ATTEMPT ALL QUESTIONS

Question 01: Encircle the correct answer.

1. **Balance Sheet is a statement of Financial Position of a business entity:**
 - a) Over a period of year
 - b) At a particular date
 - c) During a particular period
 - d) Between 2 dates
 - e) None of above
2. **All liabilities and owner equity normally have:**
 - a) Debit Balance
 - b) Credit Balance
 - c) Zero Balance
 - d) None
 - e) Some time debit and some time credit
3. **If damaged goods returned to supplier:**
 - a) Returns outward
 - b) Return Inward
 - c) Purchases Return
 - d) a & c
 - e) None of Above
4. **According to this concept, revenue should be recognized at time when goods are sold or services are rendered:**
 - a) Money Measurement Concept
 - b) Dual Concept
 - c) Cost Concept
 - d) Realization Concept
 - e) Going Concern
5. **The basic point is "anticipate no profit but provide for all possible losses", the concept is called :**
 - a) Consistency concept
 - b) Cost concept
 - c) Concept of conservatism
 - d) Matching concept
6. **Which of the following would be considered an internal user?**
 - a. Owner
 - b. Creditor
 - c. Chief financial officer
 - d. Labor union
 - e. None of the mentioned

(P.T.O.)

7. Which of the following involves determining the cost of certain business activities and interpreting cost information?
- Financial accounting
 - Management accounting
 - Tax accounting
 - Cost accounting
 - Bookkeeping
8. Which of the following refers to recording the routine transactions and day-to-day record keeping of an enterprise?
- Financial accounting
 - Management accounting
 - Tax accounting
 - Cost accounting
 - Bookkeeping
9. Which of the following financial statements is also known as a statement of financial position?
- Balance sheet
 - Income statement
 - Statement of cash flows
 - Bank statement
 - None of the mentioned
10. Which of the following would be considered an external user?
- Owner
 - Store manager
 - Plant manager
 - Board of directors
 - All of the mentioned



UNIVERSITY OF THE PUNJAB

Second Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Financial Accounting (Basic)
Course Code: BBA-103 /

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q. No. 2: Give Short answer to the following questions

1. Differentiate between accounting and Book-keeping
2. What are the rules of Debit and Credit?
3. Difference between cash base accounting and accrual base accounting.
4. Define Window Dressing.
5. Define Matching principles.
6. Difference between current assets and fixed assets.
7. What is contingent liability?
8. Define Retained earning
9. Deference between capital expenditure and revenue expenditure.
10. How many types of Financial Statements? (20)

Q.No.3: A condensed balance sheet for Bradford Corporation prepared at the end of the year appears as follows:

Assets		Liabilities & Stockholders' Equity	
Cash.....	\$ 95,000	Notes payable (due in 6 Months).....	\$ 40,000
Accounts receivable	155,000	Accounts payable....	110,000
Inventory.....	270,000	Long-term liabilities...	360,000
Prepaid expenses.....	60,000	Capital stock \$ 5 par...	300,000
Plant & equipment (net).....	570,000	Retained earnings...	430,000
Other assets ...	90,000	Total	\$ 12,40,000
Total ...	\$ 12,40,000		

During the year the company earned gross profit of \$ 1,116,000 on sales of \$2,950,000. Accounts receivable, inventory and plant assets remained almost constant in amount throughout the year.

Compute the following:

- a. Current ratio
- b. Quick ratio
- c. Accounts receivable turnover (all sales were on credit)
- d. Inventory turnover (10)

Q. No. 4: The Hensley Enterprises, Inc. is a small recording studio in St. Louis, Rock bands use the studio to mix high quality demo recordings distributed to talent agents. New clients are required to pay in advance for studio services. Bands with established credit are billed for studio services at the end of each month. Adjusting entries are performed on a monthly basis. An unadjusted trail balance dated December 31, 2005, follow (Bear in mind that adjusting entries already have been made for the first eleven months of 2005, but not for December.

Ken Hensley Enterprises, INC
Unadjusted Trial Balance
December 31, 2005

Cash	\$43170	
Accounts receivable	81400	
Studio supplies	7600	
Unexpired insurance	500	
Prepaid studio rent	4000	
Recording equipment	90000	
Accumulated depreciation: recording equipment		\$52500
Notes payable		16000
Interest payable		840
Income taxes payable		3200
Unearned studio revenue		9600
Capital stock		80000
Retained earnings		38000
Studio revenue earned		107000
Salaries expense	18000	
Supplies expense	1200	
Insurance expense	2680	
Depreciation expense: recording equipment	16500	
Studio rent expense	21000	
Interest expense	840	
Utilities expense	2350	
Income taxes expense	17900	
	307140	307140

Other Data:

1. Records show that \$4400 in studio revenue had not yet been billed or recorded as of December 31.
2. Studio supplies on hand at December 31 amount to \$6900.
3. On August 1, 2005 the studio purchased a six month insurance policy for \$1500. The entire premium was initially debited to unexpired insurance.
4. The studio is located in a rental building. On November 1, 2005, the studio paid \$6000 rent in advance for November, December, and January. The entire amount was debited to prepaid studio rent.
5. The useful life of the studio's recording equipment is estimated to be five years (60 months). The straight line method of depreciation is used.
6. On May 1, 2005 the studio borrowed \$16000 plus 12month, 9 percent note payable to first federal bank of ST. Louis. The entire \$16000 by signing a 12month' interest is due in full on April 30, 2006.
7. Records show that \$3600 of each receipts originally recorded as unearned studio revenue has been earned as of December 31.
8. Salaries earned by recording technicians that remain unpaid at December 31 amounts to \$540.

9. The studio's accountant estimates that income taxes expense for the entire year ended December 31, 2005, is \$19600 (note that \$17900 of this amount has already been recorded.)

Instructions

- a. Prepare the necessary **Adjusting Journal Entries** on December 31, 2005.
- b. Prepare also an **Adjusted Trial Balance** dated December 31, 2005.

(10)

Q. No. 5: Dr. Schekter, DVM, Opened a Veterinary Clinic on May 1, 2005. The Business transactions for May are shown below:

- May 1: Dr. Scheketer invested \$400,000 cash in the business in exchange for 5000 shares of capital stock.
- May 4: Land and a building were purchased for \$250,000 of this amount, \$ 70,000 applied to the land and \$ 180000 to the building. A cash payment of \$ 100,000 was made at the time of the purchase, and a note payable was issued for the remaining balance.
- May 9: Medical instrument was purchased for \$130,000.
- May 16: Office fixture and equipment was purchased for \$ 50,000. Dr. Schekter paid \$20,000 at the time of the purchase, and agreed to pay the entire remaining balance in 15 days.
- May 21: Office supplies expected to last several months were purchased for \$5000 cash.
- May 24: Dr. Schekter billed clients \$ 2200 for service rendered. Of this amount, \$ 1900 was received in cash and \$300 was billed on account (due in 30 days).
- May 27: A \$400 invoice was received for several radio advertisement aired in May. The entire amount is due on June 5.
- May 28: Received a \$100 payment on the \$300 account receivable recorded May 24.
- May 31: Paid employees \$2800 for salaries earned in May.

A partial list of account titles used by Dr. Schekter includes:

Cash	Notes payable
Accounts receivable	Account Payable
Office supplies	Capital Stock
Medical instruments	Veterinary Service Revenue
Office fixture and equipment	Advertisement Expense
Land	Salary Expense
Building	

Instructions:

- Prepare **journal entries** for each transaction. (10)



UNIVERSITY OF THE PUNJAB

Roll No.

Second Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Introduction to Psychology (BBA)
Course Code: BBA-104/

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

PART – I (OBJECTIVE)

Question – 1: MCQ's (1 Mark X 10 Questions = 10 Marks)

ENCIRCLE THE CORRECT ANSWER

1. Who focused on Psychology as the science of Consciousness:

- (a) William Wundt (b) Sigmund Freud
(c) J. B. Watson (d) Carl Rogers

2. Group of three people is termed as

- (a) Tripod (c) Triad
(b) Trapezium (d) Dyad

3. Which perspective of Psychology known with the name of J. B. Watson.

- (a) Psychodynamic (b) Behaviorism
(c) Gestalt (d) Humanism

4. Wilhelm Wundt was the founder of

- (a) Psychological Laboratory (b) Conditioning
(c) Treatment of Phobia (d) Gestalt

5. A long elongated tube like structure that carries the neural message to other cells:

- (a) Neuron (b) Dendrite
(c) Glial (d) Axon

6. "Introspection" was the main method used by:

- (a) Humanist (b) Functionalism
(c) Structuralism (d) Behaviorism

7. It is also called the Master Gland.

- (a) Pituitary (b) Thyroid
(c) Pineal (d) Gonad

8. The ability to think abstractly and to learn readily from experience is:

- (a) Memory (b) Intelligence
(c) Learning (d) Thinking

9. According to Freud, the component of personality present at birth is:

- (a) Id (b) Ego
(c) Super Ego (d) Libido

10. Jung termed the inherited tendencies in the collective unconscious as:

- (a) Artillery (b) Archetypes
(c) Personal Level (d) Collectivity



UNIVERSITY OF THE PUNJAB

Second Semester 2015

Examination: B.S. 4 Years Programme

Roll No.

PAPER: Introduction to Psychology (BBA)

TIME ALLOWED: 2 hrs. & 30 mins.

Course Code: BBA-104/

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Part-II (Subjective Questions)

Question – 2:

Short Questions (2 Marks X 10 Question = 20 Marks)

- I. Define Psychometrics.
- II. Define Personality
- III. Define motivation.
- IV. Explain Industrial/Business psychology?
- V. What is meant by reaction to frustration?
- VI. Explain analysis of data?
- VII. Differentiate between mind and brain?
- VIII. What is the purpose of giving psychotherapy?
- IX. What is creative thinking?
- X. Explain figure-ground concept of perception?

Question – 3:

Long Questions (10 Marks X 3 Question = 30 Marks)

1. Write a detailed note on the Clinical approaches to a personality.
2. What is the difference between thinking and deciding?
3. Is Persuasive communication more effective or not? Discuss in detail.



UNIVERSITY OF THE PUNJAB

Roll No.

Third Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Principles of Marketing
Course Code: BBA-201/

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

Q1. Choose the correct answer. (10X1=10 Marks)

1. Uncontrollable factor of a company's marketing environment include:
A. Demography
B. Company
C. Supplier
D. All of the above
2. Creating value for and building profitable relationships with customers is the key responsibility of:
A. Accounting
B. Marketing
C. A & B
D. None
3. "They must anticipate changes, forecast the direction and intensity of these changes and then adjust their strategic marketing planning in line with these changes". This is a statement about:
A. Marketing Executives
B. Quality controllers
C. Supervisors
D. None
4. Internal capabilities and positive situational factors that may help the company to serve its customers and achieve its objectives are called:
A. Threats
B. Weaknesses
C. Strengths
D. None
5. According to Boston Consulting Group Matrix (BCG Matrix), High-Share and High-Growth businesses and products are:
A. Dogs
B. Cash Cows
C. Stars
D. Question Marks
6. A good, service, or idea that is perceived by some potential customers as new is called:
A. New Product
B. Brand
C. Innovation
D. All of the above
7. A _____ consists of words, letters and/or numbers that can be vocalized:
A. Trade Mark
B. Brand Name
C. Brand Mark
D. None
8. The strategy of adding a higher-priced, prestige product to a line in the hope of increasing the sales of existing lower-priced products is called:
A. Trading-up
B. Trading-down
C. Branding
D. None
9. All activities involved in designing and producing the container or wrapper for a product is called:
A. Segmenting
B. Pricing
C. Packaging
D. None
10. Marketing mix includes these elements:
A. Product and Price
B. Place and Promotion
C. None
D. Both A and B



UNIVERSITY OF THE PUNJAB

Third Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Principles of Marketing
Course Code: BBA-201/.....

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

Q2. Give short answers.

(10X2=20 Marks)

- I. Define Marketing Research.
- II. What is value proposition?
- III. Define Strategic Business Unit(SBU).
- IV. Define Market Penetration Strategy.
- V. What is Marketing Mix?
- VI. Define Product Life Cycle.
- VII. Define Cost-Based pricing.
- VIII. Write the names of major logistics functions.
- IX. What is Wholesaling?
- X. Define Product.

Q3. Define Marketing Environment. Describe the elements of a company's Microenvironment. (10)

Q4. What is Market Segmentation? How marketers are segmenting Consumer Markets? (10)

Q5. Define New Product Development Strategy and explain the New Product Development Process. (10)



UNIVERSITY OF THE PUNJAB

Third Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Financial Management (Basic)
Course Code: BBA-202/

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

Short questions (4 x5 = 20 Marks)

1. Differentiate Euro Bond and Foreign Bond?
2. Explain how the Shareholder's Wealth Maximization is the goal of the firm?
3. Why Cash budgets are prepared?
4. Define and differentiate Net Present Value (NPV) and Internal Rate of Return (IRR)?
5. Explain Annuity Due and Ordinary annuity and which one is better in case of investments making and how?

Brief questions (15x2 = 30 marks)

6. For each case in the accompanying table, answer the question that follow.

Case	Amount of annuity	interest rate (%)	Deposit period (year)
A	16000	8	11
B	2400	17	16
C	31300	18	7
D	15500	9	8
E	9000	11	20

Requirement A: Calculate the future value of annuity assuming that it is

- (1). An ordinary annuity
- (2). An annuity due

Requirement B: Compare your findings in parts A (1) and A (2). All else being identical, which type of annuity ordinary or annuity due- is preferable? Explain why?

7. Cash Budget- The actual sales and purchases for Mobil, Inc., for September and October 2013, along with its forecast sales and purchases for the period November 2013 through April 2014, follow. The firm makes 40% of all sales for cash and collects on 40% of its sales in coming month following the sale and 20% of its sale in 3 months following the sale. Other cash inflows are expected to be \$14,000 in September and April, \$15,000 in January and March, and \$29,000 in February. The firm pays cash for 35% of its purchases. It pays for 40% of its purchases in the following month and for 25% of its purchases 2 months later.

Year	Month	Sales	Purchases
2013	September	\$210,000	\$120,000
2013	October	250,000	150,000
2013	November	170,000	140,000
2013	December	160,000	100,000
2014	January	140,000	80,000
2014	February	180,000	110,000
2014	March	200,000	100,000
2014	April	250,000	90,000

P.T.O.

Wages and salaries amount to 20% of the preceding month's sales. Rent of \$30,000 per month must be paid. Interest payments of \$20,000 are due in January and April. A principal payment of \$40,000 is also due in April. The firm expects to pay cash dividends of \$10,000 in January and April. Taxes of \$40,000 are due in April. The firm also intends to make a \$35,000 cash purchase of fixed assets in December.

REQUIREMENT:

A. Assuming that the firm has a cash balance of \$22,000 at the beginning of November, determine the end-of-month cash balances for each month, November through April.

B. Assuming that the firm wishes to maintain a \$15,000 minimum cash balance, determine the required total financing or excess cash balance for each month, November through April.

Result.pk



UNIVERSITY OF THE PUNJAB

Roll No.

Third Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Financial Management (Basic)
Course Code: BBA-202/.....

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE

Encircle the best option. (1 X 10 = 10 Marks)

1. Seasoned Equity Offerings are launched in market.
 - I. Money
 - II. Secondary
 - III. Primary
 - IV. None of the above
2. The security of less than one year maturity can be traded in
 - I. Dealers market
 - II. Primary market
 - III. Money market
 - IV. Capital market
3. The primary risk associated with mortgage-backed securities is
 - I. Home owners may not repay their loans
 - II. Financial defaults of banks
 - III. Economic crises
 - IV. All of the above
4. Analysis is made by comparing similar ratios for firms within the same industry, or to an industry average, as of some point in time.
 - I. Time series
 - II. Market
 - III. Cross sectional
 - IV. Profitability
5. Debt Equity ratio is used to check the
 - I. Liquidity
 - II. Profitability
 - III. Solvency
 - IV. None of the above
6. is the term used to describe the magnification of risk and return introduced through the use of fixed-cost financing, such as debt and preferred stock.
 - I. Financial planning
 - II. Financial leverage
 - III. Financial analysis
 - IV. Equity financing

(P.T.O.)



Attempt this Paper on this Question Sheet only.

OBJECTIVE

- Q1. Choose the correct answer. (10X1=10)
1. What would conversion costs if costs of raw materials, direct labor costs, and manufacturing overhead costs Rs.80,000, Rs.50,000, and Rs.60,000, respectively?
A. Rs.130, 000
B. Rs.110, 000
C. Rs.140, 000
D. Rs.190, 000
 2. If cost of sales is Rs. 90,000, income from sales Rs. 200,000 and operating expenses Rs. 100,000. What will be net result?
A. Rs. 5,000 Losses
B. Rs.10, 000 Profits
C. Rs 1, 95,000 Profits
D. Rs 1, 95,000 Losses
 3. Net Profit = Income - _____
A. Liabilities
B. Assets
C. Expenses
D. Capital
 4. Which of the following Organization converts raw material into finished goods?
A. Trading concern
B. Manufacturing concern
C. Merchandising concern
D. Service concern
 5. Cost of goods manufactured + opening finished goods - ending finished goods = _____?
A. Total factory cost
B. Cost of goods sold
C. Prime cost
D. Conversion cost
 6. Factory Overhead cost includes:
A. Factory Rent
B. Property Tax
C. Salaries of Factory Clerk
D. All of the given

(P.T.O.)

7. Out of the following manufacturing operations, which is best, suited to the utilization of a job order system?

- A. Soft drink bottling operation
- B. Crude oil refining
- C. Plastic molding operation
- D. Helicopter manufacturing

8. _____ Part of cost of production report explains the cost incurred during the process.

- A. Quantity schedule
- B. Cost accounted for as follow
- C. Cost charge to the department
- D. None of given option

9. Generally, the danger level of stock is fixed _____ the minimum level.

- A. Below
- B. Above
- C. Equal
- D. None of these

10 A fixed cost:

- A. May change in total when such change is not related to changes in production
- B. Will not change in total because it is not related to changes in production
- C. Is constant per unit for each unit of change in production
- D. May change in total, depending on production with the relevant range



UNIVERSITY OF THE PUNJAB

Third Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Cost Accounting
Course Code: BBA-203.

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

Q2. Give short answers.

(10X2=20)

- I. What is Danger Level?
- II. What is Conversion Cost?
- III. Write any two differences between Cost Accounting and Financial Accounting.
- IV. What is Process Costing?
- V. What is Lead Time?
- VI. What is meant by under applied and over applied FOH?
- VII. Variable Cost?
- VIII. What is Abnormal Loss?
- IX. What is a Voucher?
- X. Write the formula of EOQ.

Q3. During September 50,000 units were received from Department A at a cost of Rs. 115,000. Cost added by department B, Materials cost of Rs. 185,000 and conversion cost of Rs. 65,000. on September 30, Department B had 3000 units in work in process inventory. Work in process completed, complete in material and 50% complete as to conversion costs. Materials are added in the beginning of the process in Department B.

Required: Cost of Production Report for the Month of September, 2014 of Shahzad Manufacturing company. (10 Marks)

Q4. The Y. Manufacturing Company submits the following information on December 31, 19__ (10 Marks)

Sales for the year were	Rs 2,50,000
Raw Materials Inventory, January 1, 19__	Rs 13,000
Finished Goods Inventory, January 1, 1-__	Rs 58,000
Purchases	Rs 1,02,000
Purchases Returns and Allowances	Rs 2,000
Raw Materials Inventory December 31, 19__	Rs 19,000
Direct Labour	Rs 39,000
Power, Heat and Light	Rs 2,400
Indirect Material Consumed	Rs 3,800
Depreciation of Plant	Rs 3,300
Depreciation of Machinery	Rs 6,200
Tool Expense	Rs 3,100
Indirect Labour	Rs 600
Fire Insurance	Rs 350
Miscellaneous Manufacturing Costs	Rs 500
Work in Process, January 1, 19__	Rs 12,000
Work in Process, December 31, 1__	Rs 16,000
Finished Goods Inventory December 31, 19__	Rs 56,500

Other expenses for the year were:

Selling expenses 10% of sales

Administrative expenses, 5% of sales.

Required: Prepare on income statement for the year ended December 31, 19__

Q5. ABC Manufacturing Company Limited prepared following estimates for the year 2010:

Fixed Factory Overheads	Rs. 450,000
Variable Factory Overhead	Rs. 600,000
Direct Labor Hours	200,000

Actual Results for the year 2010 were as follows:

Fixed Factory Overheads	Rs. 450,000
Variable Factory Overhead	Rs. 680,000
Direct Labor Hours	220,000

Required:

- (i) Total Factory Overhead Variance
- (ii) Capacity Variance
- (iii) Budget Variance

(10 Marks)



UNIVERSITY OF THE PUNJAB

Third Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Data Base Management System
Course Code: BBA-204/

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

SECTION-II

Questions with short answers (20)

- 1) Define the term DBMS?
- 2) What is data model? List main types of data models.
- 3) What is ER model? What are its main building modules?
- 4) State the difference between Selection and Projection.
- 5) Can foreign key contain null values? With brief example.
- 6) Write the Query to Select Roll_no, Name, Marks, and Class from Student table?
- 7) What is the purpose of transaction LOG file?
- 8) Write the difference between Vertical and horizontal transaction?
- 9) What is concurrency problem? Enlist all of the possible Concurrency problem.
- 10) Define the term ROLL BACK and ROLL Forward.

SECTION-III (30 Marks)

Questions with brief answers (3*10)

- 1) Explain different types of data integrities with examples.
- 2) What is transaction processing? Explain ACID properties of transaction
- 3) Write a detail note 1NF, 2NF and 3NF of data?.



Attempt this Paper on this Question Sheet only.

OBJECTIVE

Q no 1. Select the appropriate option from the given 4 alternatives. Each question carries equal marks. (1 X 10= 10 marks)

I. The characteristics of clearly defined vision are

- a) Provides Direction
- b) Determine Decisions
- (c) Motivates people
- (d) All of the Above

II. A graphical technique that encourages thinking on both side of the brain, visually displays relationship among ideas is known as

- a) Brainstorming
- b) Incubation
- (c) Mind Mapping
- (d) None of the above

III. The ability to develop new ideas and to discover new ways of looking at problems and opportunities; thinking new ideas

- (a) Creativity
- (b) Critical Thinking
- (c) Innovation
- (d) None of above

IV. Any distinctive word, symbol, design, name, logo, slogan, or trade dress a company uses to identify the origin of a product or to distinguish it from other goods on the market

- (a) Patent
- (b) Copyright
- (c) Trade Mark
- (d) None of the Above

V. Which of the following are advantages of sole proprietorship

- (a) Total Decision making
- (b) Easy to discontinue
- (c) Less cost
- (d) All of the above

VI. For business plan, the elements of feasibility analysis includes

- (a) Industry and market feasibility
- (b) Financial Feasibility
- (c) Product & Service Feasibility
- (d) All of the Above

VII. Competitors offering same products and services are known as

- (a) Significant competitors
- (b) Direct Competitors
- (c) Indirect competitors
- (d) None of Them

VIII. A road map of the actions an entrepreneur draws up to achieve a company's mission, goals and objectives

- (a) Breakeven
- (b) SMART
- (c) Strategy
- (d) None

IX. Company seeks to build customer loyalty by making its goods or services in a unique and different fashion.

- (a) Differentiation
- (b) Growth strategy
- (c) Cost leadership
- (d) None

X. Easy to establish, division of profits and larger pool of capital are the characteristics of:

- (a) Sole proprietorship
- (b) Corporation
- (c) Partnership
- (d) S Corporation



UNIVERSITY OF THE PUNJAB

Third Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Entrepreneurship
Course Code: BBA-211/

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE

Q2. Give short answers.

(10 X 2=20)

- What is the difference between creativity and innovation?
- Point out any 4 deadly mistakes of entrepreneurship.
- Define Copyright.
- Explain unlimited personal liability in Sole Proprietorship.
- Enlist any 3 advantages of a corporation.
- Write down any 4 tips that enhance organizational creativity.
- Define Diversity.
- Define breakeven point.
- Define Brainstorming.
- Define Marketing.

Q3. Attempt all the following question.

(10 X 3=30)

- Explain the complete Strategic Management Process.
- Explain the creative process.
- Define entrepreneurship. Explain characteristics and drawbacks of entrepreneurship.



UNIVERSITY OF THE PUNJAB

Fourth Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Money and Banking

TIME ALLOWED: 2 hrs. & 30 mins.

Course Code: BBA-207 /

MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Subjective Section

Q.2 Answer the following short questions. (20)

- Differentiate between privatization and Nationalization?
- What is Banker Customer Relationship?
- What are causes of Inflation?
- Define Near Money ?
- What is commodity money?
- Define letter of credit?
- Define mortgage bank?
- Define Credit Creation?
- What is Intrinsic Value?
- Define Central Bank?

Q.3 Define Trade Cycle. Explain Phases of Trade Cycle? (10)

Q.4 Define Money. Explain Primary and Secondary Functions of Money? (10)

Q.5 Define Commercial Banks. What are its Major and Minor Functions? (10)



UNIVERSITY OF THE PUNJAB

Roll No.

Fourth Semester 2015

Examination: B.S. 4 Years Programme

PAPER: Money and Banking

TIME ALLOWED: 30 mins.

Course Code: BBA-207 /

MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Objective Section

Q-1 Multiple choice questions.

(10)

1. Which method is used for the formation of bank:
 - A. Royal Order
 - B. Special ordinance
 - C. Company's ordinance
 - D. All of above
2. Whose role is considered important in the beginning of cheque:
 - A. Goldsmith
 - B. Merchants
 - C. Money lenders
 - D. All of above
3. Overdraft facility is only provided on:
 - A. Current account
 - B. Fixed Account
 - C. Savings account
 - D. All of above
4. Pakistan's central bank was established in:
 - A. 1947
 - B. 1948
 - C. 1949
 - D. 1950
5. Central bank provides the following facility to scheduled banks:
 - A. Feast
 - B. Go down
 - C. Clearing House
 - D. None of these
6. The system in which goods are exchanged for goods, is called:
 - A. Gold system
 - B. Barter system
 - C. Monetary policy
 - D. none of these
7. Fiat money is:
 - A. Backed by gold
 - B. Includes currency and gold stored in bank
 - C. A type of money that has no intrinsic value.
 - D. None of these
8. Inflation is a situation in which;
 - A. Decrease in purchasing power
 - B. Decrease in price level
 - C. A given quantity of money purchases a large quantity of goods.
 - D. None of these
9. Lender of the last resort is a term used for;
 - A. Commercial banks
 - B. State bank
 - C. World bank
 - D. None of above
10. ----- is the charge for the use of money.
 - A. Bonds
 - B. Interest
 - C. Shares
 - D. All of above



UNIVERSITY OF THE PUNJAB

Fourth Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Financial Accounting (Advanced)
Course Code: BBA-205 /

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

Q.No.2 Define the following Terms:

(20)

- i. Define operating cycle of a merchandising company.
- ii. Define financial assets with example.
- iii. Write down the name of any three liquidity ratios.
- iv. Differentiate between LIFO and FIFO.
- v. Differentiate between journal and journalizing.
- vi. Define Cost Principle.
- vii. Define Bank Reconciliation Statement.
- viii. Define working capital and its formula.
- ix. Define Periodic Inventory system.
- x. Define Retained earnings.

Q.No.3 The cash transaction and cash balances of Dell Inc. for December 2014 where as follow.

- 1) The ledger account for cash showed a balance at December 31 of \$125,568.
- 2) The December bank statement showed a closing balance of \$114,828.
- 3) The cash received on December 31 amounted to \$ 16,000, it was left at the bank on the December statement.
- 4) Also include with the December bank statement was a debit memorandum from the bank for \$ 50 representing service charges for December.
- 5) A credit memorandum enclosed with December bank statement indicated that a non-interest bearing note receivable for \$ 4,000 from Rene Manes, left with the bank for collection, had been collected and the proceeds credited to the account of Dell, Inc.
- 6) Comparison of the paid cheques returned by the bank with the entries in the accounting records revealed that cheque No. 821 for \$ 519, issued December 15 in Payment for office furniture, and had been erroneously entered in Dell's records as \$915.
- 7) Examination of the paid cheques also revealed that three cheques, all issued on December had not yet been paid by the bank: No. 811 for \$314, No. 814 for \$625, No. 823 for \$ 175.
- 8) Included with the December bank statement was a \$ 200 cheque drawn by Charls William, a customer of Dell, Inc. this cheque was marked 'NFS' if had been included in the deposit of December 17, but had been charged back against the company's account on December 31.

Required:

Prepare a Bank Reconciliation Statement as at 2014 (10)

Q.No.4: Modern Consulting service, Inc., adjust its accounts every month. The following is the company's year-end unadjusted trial balance dated December 31, 2014 (Keep in mind that adjusting entries already have been made for the first 11 month of 2014, but have not been made for December)

MODERN CONSULTING SERVICES, INC.
Unadjusted Trail Balance
December 31, 2014

	<u>DEBIT</u>	<u>CREDIT</u>
Cash	\$ 49,100	
Consulting fees receivable	23,400	
Prepaid office rent	6,300	
Prepaid dues and subscription	300	
Supplies	600	
Equipment	36,000	
Accumulated Depreciation Equipment		\$ 10,200
Notes payable		5,000
Income tax payable		12,000
Unearned consulting fees		5,950
Capital Stock		30,000
Retained Earnings		32,700
Dividends	60,000	
Consulting fees Earned		257,180
Salaries Expense	88,820	
Telephone Expense	2,550	
Rent Expense	22,000	
Income tax Expense	51,000	
Dues and Subscription Expense	560	
Supplies Expense	1,600	
Depreciation expense, equipment	66,000	
Miscellaneous expense	4,200	
	<u>\$ 353,030</u>	<u>\$ 353,030</u>

Other Date:

- On December 1, the company signed a new rental agreement and paid three months rent in advance at a rate of \$2,100 per month. This advance payment was debited on the Prepaid Office Rent account.
- Dues and subscription expiring during December amount to \$50.
- Estimated cost of unused supplies was \$450 at December 31.
- The useful life of the equipment has been estimated at five year from date acquisition.
- Accrued interest on notes payable amounted to \$ 100 at year end.
- Consulting service valued \$2850 were rendered during December to clients who had made payment in advance.

- G. It is the custom of firm to bill clients only when consulting work is completed or, in the case of prolonged engagement, at monthly intervals. At December 31, consulting service value at \$ 11,000 had been rendered to clients but not yet billed. No advance payment had been received from these clients.
- H. Salaries earned by employees but not paid as of December 31 amount to \$1,700
- I. Income tax expense for the year is estimate at 56,000. Of this amount,\$51,000 has been recognized as expense in prior months, and \$ 39,000 has been paid to tax department. The company plans to pay the \$ 17,000 reminder of its income tax liability on January 15.

Required:

- 1) Prepare necessary adjusting Journal entries.
- 2) Prepare adjust Trial Balance of year ended December 31, 2014
- 3) Prepare Company Income statement for the period ended December 31,2014 from adjust Trial Balance. (10)

Q: No.5 The Accounting staff of SUMS INC. has assembled the following information for the year ended December 31, 2014

Cash and cash equivalent Jan. 1	\$ 35,800
Cash and cash equivalents, Dec. 31	74,800
Cash paid to acquire plant assets	21,000
Proceeds from short term borrowing	10,000
Loan made to borrowers	5,000
Collection on Loans (Excluding interest)	4,000
Interest and Dividends received	27,000
Cash received from customers	795,000
Proceeds from sale plan assets	9,000
Dividends paid	55,000
Cash paid to Suppliers and Managers	635,000
Inters paid	19,000
Income tax paid	71,000

Required:

Prepare a statement of Cash Flow for the year ended December 31, 2014 (10)



UNIVERSITY OF THE PUNJAB

Roll No.

Fourth Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Financial Accounting (Advanced)
Course Code: BBA-205 / 11-11-11-11

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Q.No.1 Encircle the Most Appropriate Answer of the following: (10)

1. Which of the following does not describe accounting?

- (A) Is an end rather than means to an end (B) Is Language of Business
(C) Useful for decision making (D) Use by Business, Govt, Individuals etc.

2. In general term, financial assets appear in the balance sheet at

- (A) Cost Value (B) Face Value
(C) Current Value (D) None of the above

3. Which of the following is not the internal user of Accounting Information?

- (A) Creditor (B) Store manager
(C) Chief Financial Officer (D) CEO

4. A transaction caused an increased of \$25000 in both assets and liabilities are.

- (A) Obtain Bank Loan of \$25000 (B) Repayment of \$25000 Bank Loan
(C) Collection of \$25000 Account Receivable (D) None of the above

5. Payment of Dividend will cause

- (A) Decrease net income (B) Decrease Owner's Equity
(C) Increase Assets (D) None of the above

6. Which of following Financial Statement is prepare first?

- (A) Balance Sheet (B) Statement of Retained Earning
(C) Income Statement (D) Cash Flow statement

7. External users of Accounting information are include all except?

- (A) Investors (B) Labor Union
(C) Line Manager (D) General Public

8. The statement cash flows is designed to assist users in assessing each of the following, except

- (A) The company profitability (B) The traces of major Financing activities
(C) The ability of a company to remain liquid (D) The traces of major investing activities

9. Which of the following is most important as a measure of long-term liquidity?

- (A) Quick Ratio (B) Debt Ratio
(C) Current Ratio (D) All of these

10. Manufacturing overhead cost would include

- (A) Marketing cost related to selling the product (B) The Chief Executive officer Salary
(C) Entertainment cost (D) The salary of Product supervisor



UNIVERSITY OF THE PUNJAB

Fourth Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Mercantile Law
Course Code: BBA-206 /

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE TYPE

Q.2 Short Questions

(2x10=20)

- i. Define offer and acceptance.
- ii. What is consideration?
- iii. Describe contract of guarantee.
- iv. Define contract and write any five essentials?
- v. What do you understand by capacity of the parties?
- vi. Briefly explain the kinds of bailment?
- vii. What are the rights of unpaid seller?
- viii. Define condition and warranty?
- ix. What do you understand by charter party?
- x. What are the duties of a common carrier?

Q.3 Long Questions

(3x10=30)

- i. Define promissory note. What are its essentials?
- ii. What are the kinds of goods?
- iii. Explain performance basis contracts?



UNIVERSITY OF THE PUNJAB

Roll No.

Fourth Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Mercantile Law
Course Code: BBA-206 /

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Objective Part

Q.1 MULTIPLE CHOICE QUESTIONS

(1x10=10)

1. A contract to sell property by minor through guardian is
 - a) void
 - b) voidable
 - c) valid
 - d) none of these
2. The carrier holds the goods in transit as
 - a) trustee
 - b) agent
 - c) bailee
 - d) owner
3. An order instrument is payable to
 - a) a named person
 - b) to a bearer
 - c) to both
 - d) to any one
4. Which of the following action requires the unanimous consent of all partners
 - a) appointing new employee
 - b) purchasing office equipment
 - c) admitting new partner
 - d) none of these
5. A holder in due course is
 - a) who finds the instrument
 - b) who steals the instrument
 - c) who is given the instrument
 - d) none of these
6. The appointment of a minor as an agent is
 - a) valid
 - b) void
 - c) voidable
 - d) none of these
7. A void contract is
 - a) an illegal agreement
 - b) partly valid
 - c) ceased to be valid
 - d) valid
8. Bailee is a person who:
 - a) delivers the goods
 - b) receives the goods
 - c) transfers the goods
 - d) owns the goods
9. The maker of the promissory note is liable as:
 - a) principle debtor
 - b) principle creditor
 - c) surety
 - d) none of these
10. How many parties are there in a contract of indemnity:
 - a) 2
 - b) 3
 - c) 4
 - d) 5



UNIVERSITY OF THE PUNJAB

Fourth Semester 2015
Examination: B.S. 4 Years Programme

Roll No.

PAPER: Visual Programming Concept
Course Code: BBA-208 /

TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE TYPE

Q 2: Answers the following short questions:

(10 x 02 = 20)

1. Difference between source code and object code?
2. Difference between procedural and non-procedural languages?
3. Difference between compiler and interpreter?
4. Write an algorithm to input two numbers calculate sum then display the result on screen?
5. Write a program that store two values in two integer variables, perform all arithmetic operations on them and display the results?
6. What is assignment operator?
7. Difference between if-Else and Select-Case statement?
8. What is infinite Loop?
9. Name two types of-Subprograms?
10. Write general syntax for Procedure call and Function call

Q 3: Long Question:

(10 x 03 = 30)

1. (a) Write a program that gets three integers from the user and displays the minimum number? (5)
(b) Write a program that inputs a number from the user in textbox and displays Factorial of that number using Do-While Loop in another textbox? (5)
2. (a) What are the rules for naming variables? (5)
(b) Write an algorithm to find the sum of first fifty numbers? (5)
3. Write the program that should accept obtained marks in an examination it should then calculate the percentage and assign a grade to a student. Display marks in each subject, total percentage and grade. A criterion is given below (Take 5 subjects) (10)

Percentage	Grade
≥ 80	A1
≥ 70 but < 80	A
≥ 60 but < 70	B
≥ 50 but < 60	C
≥ 40 but < 50	D
< 40	F



UNIVERSITY OF THE PUNJAB

Roll No.

Fourth Semester 2015
Examination: B.S. 4 Years Programme

PAPER: Visual Programming Concept
Course Code: BBA-208 /

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE TYPE

Q 1: Each question has four possible answers. Choose the correct answer and encircle it. Overwriting, Cutting, Erasing, Using of lead pencil will result in loss of marks. (10)

- (i) A programming language used for mathematical and engineering applications was:
(a) Basic (B) Fortran (C) Cobol (D) Assembly
- (ii) Java is a product of:
(a) Microsoft (B) IBM (C) Sun System (D) Hewlett
- (iii) An expression consists of:
(a) Operators (b) Operands (c) Both a and b (d) None
- (iv) All of the following are valid expressions except:
(a) Sales-expenses (b) $\text{Pi} * \text{Radius}$ (c) M / n (d) A, B
- (v) The process of carefully observing the working of an algorithm is called:
(a) Desk Checking (b) Compiling (c) Debugging (d) Coding
- (vi) Which of the following is used to terminate a loop from within the loop?
(a) End Loop (b) Exit Loop (c) Exit Do (d) Exit While
- (vii) If STEP keyword is not used in For...Next Loop, counter variable is incremented by:
(a) 1 (b) 0 (c) 10 (d) unknown
- (viii) Each element of array has its own:
(a) Array (b) Upper bound (c) Index (d) All
- (ix) What is the representation of the third element in array called N:
(a) N(2) (b) N(3) (c) N(1) (d) N(4)
- (x) Which of the following is not an example of a mathematical function in visual basic:
a) Round (b) sqr (c) len (d) exp