Bahria University, *Islamabad Campus*
Department of Business Studies
Mid-Term Examination (Fall - 2023)
Class: BBA 1 (A,B,C,D,E,F & G)
Paper Type: Subjective

Course: Principles of Marketing
Course Code: MKT 110
Teacher: Ma'am Salma Atif, Salman A Khan, Adil Hashmi, Naimah Khan
Time Allowed: 1.5 hours

Date: 12/11/2023
Time: Session I
Max Marks: 25
Total Pages: 1 page

CLO-1 (C1)	To develop an in-depth understanding of the field of marketing and its theoretical frameworks.
CLO-2 (C2)	To develop business and analytical skills of students through diverse exercise and case analysis.
CLO-3 (C3)	Creating and inculcating ethical values and pro social behavior amongst the students through discussion of cases, articles, roles etc. from local and international scenarios.

Instructions:
i. All questions are compulsory.
ii. **Return the question paper with the answer sheet.**

Student's Name: _____ **Enroll No:** _____

Question # 1: (CLO-3)

Identify and *state* the five **Marketing Management Orientations**.
Support "**ONE**" of the following, which you would choose for the fast food brand, *McDonald's*.

a. Product Concept
b. Marketing Concept
c. Societal Marketing Concept.

(5 Marks)

Question # 2: (CLO-2)

a. What do you *understand* by the ***Microenvironmental Forces***.
b. Identify all the forces that play a role in a company's ***microenvironment*** and briefly *explain* them.

Indicate **ANY THREE** micro environmental forces that can affect the marketing program of:

i. Bahria University Islamabad.
ii. Marriot Hotel Islamabad.

(10 Marks)

Question # 3: (CLO-1)

The types of **Buying Decision Behaviors** involve *Complex buying behavior, Dissonance-reducing buying behavior, Habitual buying behavior & Variety-seeking buying behavior*
Explain each of the above behaviors *and give* suitable examples.

(10 Marks)

Bahria University

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Mid-Term Examination (Fall-2023)

Department of Business Studies

Instructor Name: Kashif Abrar / Awais Khyzer /Komal Kenza/Mehreen **Course: IT in Business**

Program: BBA 1 (A-B-C-D-E-F-G) **Time Allowed: 1.5 Hrs.**

Date: 17th Nov, 2023 **Session: I**

Max Marks: 25

CLO 1	To understand, interpret and illustrate underlying concepts and fundamental theory of computer science, IT systems and different technologies in business.
CLO 2	To analyze and evaluate system maintenance of their personal computers and smartphones. Extrapolate and link different types of systems / process and automation.
CLO 3	To analyze and apply practical knowledge to gain competence in the usage of wide variety in practical softwares.

Instructions: **1. Attempt all questions.**
2. Your answer should focus on Quality not Quantity.
3. Provide real life examples of IT systems

Question 1: **(Marks: 8, CLO:2)**

Nishaat Mills Limited is the flagship company of Nishat Group. It is one of the most modern largest industry vertically integrated textile companies contributing significantly to the country's economy. The Company's production facilities comprise of spinning, weaving, processing, stitching, printing, garments manufacturing and power generation. To increase financial returns by pursuing sustainable business, producing the best quality products and providing excellent customer services while adopting best practices through centralized database system. So, as an IT Expert in the company give your consultancy on below questions.

a) Explain what benefits company will achieve if DBMS are used for retrieval of data.
b) Explain what sort of problems they might have to face with traditional decentralized method?
c) Explain what sort of benefits company will achieve with ERP software implementation.
d) How would you convince top management for implementing ERP systems if it needs to be implemented?

Productivity Decision Efficiency cost complexicity

Question 2: **(Marks: 8,CLO:1)**

The National Database and Registration Authority (NADRA) in collaboration with JazzCash and EasyPaisa introduce the facility of accepting digital payments for its services. The citizens can now digitally pay the fee for ID card processing or other identity documents through their JazzCash/EasyPaisa app in real-time. This is a major step towards a digital and documented economy.

a) Interpret the impact of above E-Commerce facility at NADRA systems.
b) Explain the different types of E-Commerce model keeping in view above scenario.
c) Explain what benefits Pakistani national will achieve through this action of NADRA?

Question 3: **(Marks: 9,CLO: 2)**

a) Analyze and compare LAN, MAN and WAN. (6 Marks)
b) Explain with example how the packets/data travels over the internet? (3 Marks)

---------- **END** ----------

Beware of False Knowledge; It is More Dangerous than Ignorance!!!! (George Bernard Shaw)

loss repetition of data
centralized system

Bahria University, Islamabad Campus
Department of Business Studies
Mid-Term Examination (Fall-2023)
Class: BBA (1A, 1B, 1C, 1D, 1E, 1F)
Paper Type: Subjective

Course: Business Mathematics-I **Date: 18th Nov, 2023**
Course Code: QTM-101 **Session: I**
Teachers Name: Sonia Naseer, Tayyaba Mukhtar, Dr Nazia Rehman Hafeez Akhter, Asim Shabbir **Max Marks: 25**
Time Allowed: 1 hour 30 Min **Total Pages: 2**

Instructions:
i. Attempt all 5 questions.
ii. Attempt all parts of questions together.

Student's Name: _____ **Enroll No:** _____

[CLO-I] (3+3=6 marks)

Question # 1:

a) Solve graphically and check your answer algebraically.

$$x - 2y = 4$$
$$4x + 8y = -10$$

b) Form a linear equation whose graph passes through $(-8, -4)$ and and is perpendicular to the line $8x - 2y = 0$

[CLO-I] (4+4=8marks)

Question # 2:

a) A coffee manufacturer is interested in blending three different types of coffee beans into a final coffee blend. The three component beans cost the manufacturer \$1.20, \$1.60 and \$1.40 per pound, respectively. The manufacturer wants to blend a batch of 40,000 pounds of coffee and has a coffee purchasing budget of \$57,600. In blending the coffee one restriction is that the amount used of component 2 should be twice that of component 1. Determine whether the combination of the three components which will leads to a final blend consisting of 40,000 pounds, costing \$57,600 and satisfying the blending restriction. Solve by using Gaussian elimination method.

$1.20x_1 + 1.60x_2 + 1.40x_3 = 57600$
$x_1 + x_2 + x_3 = 40000$
$x_2 = 2x_1$

b) The value of a machine is expected to decrease at a linear rate over time. Two data points indicate that value (V) of the machine 1 year after the date of purchase will be \$84,000 and its value after five years its value is expected to be \$36,000.

(1, 84000) (5, 36000)

i) Determine a linear equation in the form $V = mt + k$, which relates the value of the machine (V in dollars) with its age (t in years).

ii) Interpret the meaning of slope and V – intercept.

iii) Find the t – intercept and interpret it.

Question # 3: **[CLO-II] (3 marks)**

In manufacturing a product, a firm incurs cost of two types Fixed annual costs of $250,000 are incurred regardless of the numbers of units produced. In addition, each unit produced costs the firm $6. If C equals total annual costs in dollars and x equals the number of units produced during a year.

a) Determine the function C = f(x) which expresses the annual costs.

b) What is f(200,000)? What does f(200,000) represents?

c) State the restricted domain and restricted range of the function if maximum production capacity is 300,000 units per year.

Question # 4: **[CLO-II] (4 marks)**

A major airline purchases a particular type of airplane for $75 million. The company estimates that that the salvage (resale) value of the plane is estimated well by the function S = f(x) = 72 – 0.0006x, where S equals the salvage value (in million of dollars) and x equals the number of hours of flight time for the plane.

a) What type of function is this?

b) What is the salvage value expected to equal after 10,000 hours of flight time?

c) How many hours would the plane have to be flown for the salvage value equal to zero?

d) What interpretation would you give to the y-intercept? What do you think this would not equal 75?

Question # 5: **[CLO-II] (4 marks)**

Two points (p, q) on a linear demand function are ($24, 60,000) and ($32, 44,400)

a) Determine the demand function q = f(p).

b) What price would result in demand of 80,000 units?

c) Determine the restricted domain and range.

d) Sketch f(p).

Good Luck

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Final Term Examination (Fall - 2023)

Department of Business Studies

Subject: Principles of Management
Class: BBA [4] - 1 (A to G)
Max Marks: 40
Instructors: Dr. Sumera, Dr. Nida, Qurrat ul Ain, M. Jaffer, Zahid Majeed & Nasir Mahmood

Date: 18 Jan 2024
Session: II
Duration: 120 minutes

CLO 1 (C 1)	**Understand and memorize** the basic concepts and theories of management while **recognizing** the significance of its functions and practices in an organization.
CLO 2 (C 2)	**Classify** the managerial skills as per their functional roles and **explain** how to implement policies in the organizations while differentiating theory from practice.
CLO 3 (C 1)	**Identify** the latest trends of the industry and **list** new ideas which can be used to improve the management processes in efficient and effective ways.

Instructions: I. Read the question paper carefully; attempt all questions.
II. Be specific; avoid unnecessary lengthy scripts.

STUDENT'S NAME_____ **ENRL NO**_____

Q No 1. **Discuss** the salient features of mechanistic and organic type of organizations by giving at least five characteristics of each. (CLO-1) (8)

Q No 2.

a. Define the term leadership, and list down the eight traits associated with leadership. (CLO-1) (5)

b. Enlist the four types of growth strategies and explain Vertical Integration with examples. (CLO-1) (5)

Q No 3. Describe the trends in the Human Resource Management Process with the help of Human Resource Management Process flow diagram. (CLO-3) (6)

Q No 4: What is Equity theory? Briefly explain the typical reactions that employees might show to correct the situation when they perceive inequity in the organizations. (CLO-2)(8)

Q No 5: What is controlling? Briefly explain the control process and its three basic types used to control organizational performance. (CLO-1) (8)

Note: Please return the question paper along with the answer script

Market control
bureaucratic control
clan control

growth
stability

Bahria University, *Islamabad Campus*
Department of Business Studies
Final-Term Examination (Fall - 2023)
Class: BBA 1 (A,B,C,D,E,F & G)
Paper Type: Subjective

Course:	Principles of Marketing	Date:	13/1 /2024
Course Code:	MKT 110	Time:	Session II
Teacher:	Ma'am Salma Atif, Salman A Khan, Adil Hashmi, Naimah Khan	Max Marks:	40
Time Allowed:	2 hours	Total Pages:	1 page

CLO-1 (C1)	To develop an in-depth understanding of the field of marketing and its theoretical frameworks.
CLO-2 (C2)	To develop business and analytical skills of students through diverse exercise and case analysis.
CLO-3 (C3)	Creating and inculcating ethical values and pro social behavior amongst the students through discussion of cases, articles, roles etc. from local and international scenarios.

Instructions:

i. All questions are compulsory.
ii. **Return the question paper with the answer sheet.**

Student's Name: _____ **Enroll No:** _____

Question 1)

Part a: Describe and differentiate the two major strategies for pricing New Products i.e. Price skimming and Price Penetration.

Part b: Suggest the appropriate launch pricing strategy (price skimming/price penetration) for the following given products;

I. IPhone 15
II. Lu Cupcakes
III. Khaadi Capes
IV. Cocomo chocolate bar
V. Dove shampoo for sensitive scalp

Part C: Tell why companies decide to change their prices and how might they react to competitors' price changes?

CLO 1 Marks: (15)

Question 2) The Burger Co (TBC), a new burger joint recently opened in the twin cities. They are new in the market and do not know how the market will respond to their promotion strategies.
You have been hired as marketer to develop a promotional mix for them. Explain in detail, how and why this **promotional mix** can help them to beat their competitors.

CLO-3 Marks (15)

Question 3)

Part a: Draw and describe the 04 stages of the Product Life Cycle.
Part b: Using the PLC model, explain what steps can a marketer take to revive the sales of Subway sandwiches.

CLO2 Marks (10)

Bahria University

Islamabad Campus
Final Examination Fall-2023
Department of Business Studies

Program: BBA-1st
Total Allowed Time: 120 minutes
Total Marks: 40
Instructors: Sadaf Alam, Huma Rani
Course: [ECO110] Microeconomics
Date: 01/2024

Note: Attempt all questions. Be precise in your answers.

Student Name: _____ **Enrollment No.** _____

Q1: [10 marks] **(CLO 2)**

Define Market structure and differentiate different kinds of market structure according to their characteristics, such as number of sellers, product differentiation, profit maximizing output, slope of demand curve and profits in the long run.

Q2: [6+4=10 marks] **(CLO 2)**

Quantity In boxes	Fixed Cost	VC	TC	ATC	AVC	TR	MR	MC
0						-	-	-
10	100		200			500		
20		400						
30			700					
40		1000						
50		1500						2000
60								
70			4950					

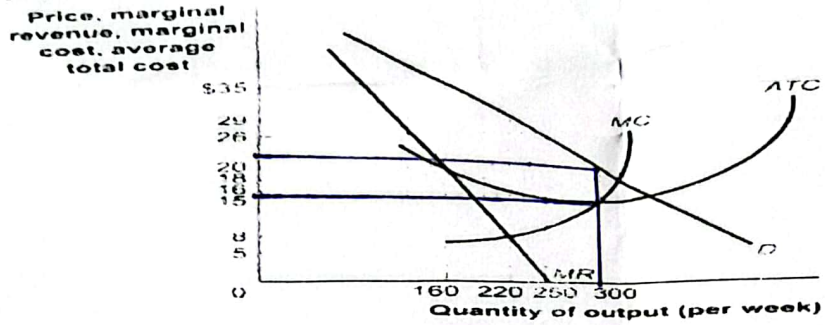
SB farms produces and sells milk solids. The market for milk solids is perfectly competitive. The market price of milk solid is $50 per box. The certain information relationship between the farm's output and total costs and total revenue is shown in the table above.

i) Fill in the missing information.
ii) Construct a diagram showing marginal revenue and marginal cost curve.

Q3: [4 marks] (CLO 2)

a) Define the types of pricing strategies utilized by the monopolist. Discuss how monopolist maximizes its profit and minimizes all inefficiencies in the market by charging price according to consumers. Support your answer with relevant graph.

Q4. [6 Marks] (CLO 1)



(i) Determine the profit maximizing output and price.
(ii) What is the marginal cost? When monopoly maximizes its profit.
(iii) For the monopoly shown in the figure above, what is the economic profit?

Q5: [10 marks] (CLO 2)

Provide brief and concise answers for the following questions:

i) Discuss the relationship between marginal cost and average total cost? Is ATC crosses MC curve from below? Support your answer with relevant graph.
ii) Why the Marginal revenue curve is like a tick mark? Explain the reasons.
iii) Why firms' ATC is high in monopolistic competition?
iv) Define Game theory.

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Best of Luck

Bahria University, Islamabad Campus
Department of Business Studies
Final-Term Examination (Fall-2023)
Class: BBA (1A, 1B, 1C, 1D, 1E, 1F, 1G)
Paper Type: Subjective

Course: Business Mathematics & Numeracy Skills **Date: th January, 2024**
Course Code: QTM-101 **Session: I**
Teachers Name: Sania Naseer, Dr Nazia Rehman, Tayyaba Mukhtar, Hafeez Akhter, Asim Shabbir **Max Marks: 40**
Time Allowed: 2 hours **Total Pages: 2**

Instructions:
i. Attempt all 5 questions.
ii. Attempt all parts of questions together.

Student's Name: _____ **Enroll No:** _____

Question # 1: **[CLO-I] (4+4=8 marks)**

a) Assume that a manufacturer can purchase a needed component from a supplier at a cost of $9.50 per unit, or it can invest $60,000 in equipment and produce the item at a cost of $7.00 per unit.

i) Determine the quantity for which total costs are equal for the make and but alternatives.

ii) What is the minimum cost alternative if 15,000 units are required? What is the minimum cost?

b) Determine the equation of the quadratic function which passes through the points (0, 10), (1, 6), and (-2, 24).

Question # 2: **[CLO-II] (4+4=8 marks)**

a) The monthly demand function for a particular product is $q = f(p) = 30{,}000 - 25p$ where q is stated in units and p is stated in dollars. Find the quadratic total revenue function, where R is a function of p, or $R = g(p)$. What is the concavity of the function? What is the q intercept? What does total revenue equal at a price of $60? At what price will total revenue be maximized?

b) Minority Population Growth Hispanics are the fastest growing minority group within the United States. If current trends continue, it is estimated that Hispanics will surpass blacks as the largest minority group somewhere around the year 2005. Table shows estimates of the US Hispanic

population (in millions) in recent years. Determine the average rate of change in the Hispanic population between 1987 and 1989, 1988 and 1990, and 1987 and 1990.

Year	1987	1988	1989	1990
Population	19.2	19.9	21.0	22.4

Question # 3: **[CLO-II] (3+3+3 marks)**

a) Find the derivatives by using the limit approach method $f(x)=\frac{1}{\sqrt{x-1}}$.

b) Find $\frac{dy}{dx}$ by using chain rule $y=f(u)=\sqrt{u^3-1}$ and $u=g(x)=x^4$.

c) Find the derivative of the function by applying quotient rule $f(x)=\frac{e^{x^2+1}}{\ln(x+1)}$.

Question # 4: **[CLO-III] (4+4+3 marks)**

a) Determine the location of all critical points and their nature by using first derivative test.

$$f(x)=\frac{x^3}{3}-5x^2+16x+100$$

b) For $f(x)=\frac{5x^3}{3}+\frac{3x^2}{2}-5x+25$, determine the concavity of f at $x=-2$ and $x=1$.

c) Determine whether $f(x)=(2x^2-1)(4x+2)^3$ is increasing or decreasing at $x=1$.

Question # 5: **[CLO-III] (4 marks)**

The total cost of producing a certain product is described by the function:

$$C=5{,}000{,}000+250q+0.002q^2$$

Where C is the total cost stated in dollars. How many units should be produced to minimize the average cost per unit?

Good Luck