



Course: Principles of Marketing

Date: 8/02/2021

Course Code: MKT 110

Time: 9:00 AM

Teacher Names: Ms. Salma Atif Shaikh, Ms. Izza Shazad, Mr. Salman Ali Khan, Dr Syed Ali Abbass & Ms.

Mehreen Fatima

Max Marks: 40

Total Pages: 2

Time Allowed: 2 Hours

**Instructions:**

- i. All questions are compulsory.
- ii. There are total 4 questions.
- iii. Use appropriate examples to support your answers
- iv. Do not generalize the answers. Be specific

Student's Name: \_\_\_\_\_ Enroll No: \_\_\_\_\_

1. What are the advantages of using Distribution Channels?

State any five. (CLO-5)

(10 Marks)

2. List and define the steps in the New Product Development process and the major considerations in managing this process.

Considering the current pandemic, what innovative product/service will you come up with while keeping in view the stages of the NPD process? (CLO-4)

(10 Marks)

3. A) Identify and state the five components of the Promotion Mix. (CLO-5)

B) For the attached advertisement (P.T.O) Identify:

The sender

Receiver (target audience)

Media used

The message

(10 Marks)

4. What is meant by Market Skimming Pricing and Market Penetration Pricing? (CLO-5)

For each of the following products, what strategy should the seller adopt – market skimming or market penetration?

- i. High fashion clothing styled and manufactured by J.
- ii. An exterior house paint that lasts twice as long as any competitive brand
- iii. Flower shaped biscuits for kids in the age group 3-7 years
- iv. Subscription to a music streaming app
- v. Text books and school accessories

(10 Marks)

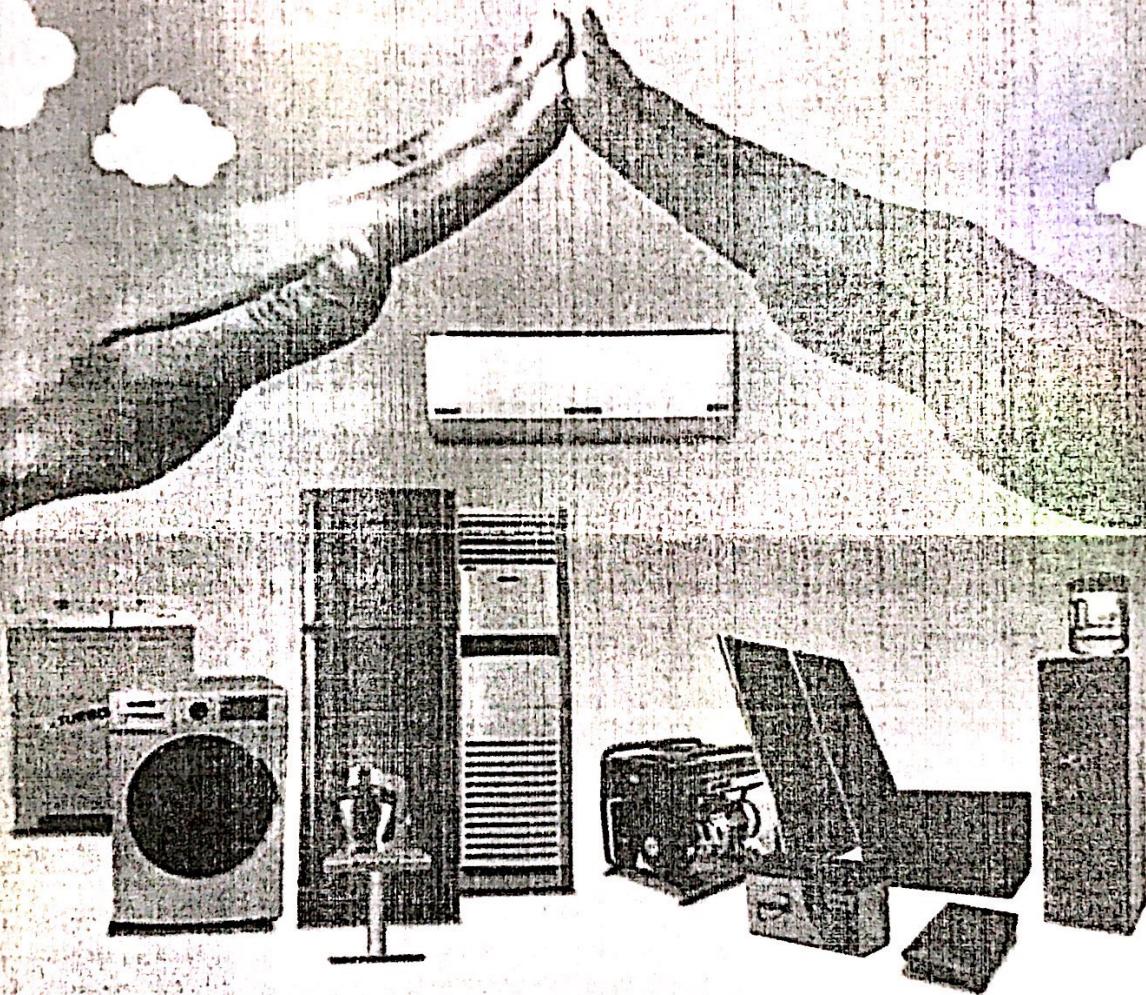
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Bahria University, Islamabad Campus  
Department of Business Studies  
Final-Term Examination (Fall-2020)  
Class BBA[4]-1 (All sections)  
Paper Type: Subjective

Course: Business Mathematics-I

Date: 11-02-2021

Course Code: QTM 101

Time: 0900-1100 (Session-I)

Teacher Name: Sahar Yousaf/ Saher Akmal/ M. Bilal/ Nazia Nazir

Max Marks: 40

Time Allowed: 2 Hrs

Total Pages: 02

**Instructions:**

- i. All questions are compulsory.
- ii. There are total 05 questions.
- iii. The paper is closed book.
- iv. Students are not allowed to use any helping materiel (Books, tables, formulas etc.)
- v. Calculators are allowed.
- vi. Use black, blue or blue-black ink only. Do not use lead pencil.
- vii. Understanding of paper is part of paper.

Student's Name: \_\_\_\_\_

Enroll No: \_\_\_\_\_

**Q No 1. CLO1&CLO3**

(03+05 = 08)

A company produces three products  $P_1$ ,  $P_2$  and  $P_3$ , each of which must be processed through three different departments A, B and C. Each unit of product 1 requires 3 hours in department A, 4 hours in B and 2 hours in C. Similarly, each unit of  $P_2$  takes 2 hours, 1 hour and 4 hours in departments A, B and C respectively. In the same way each unit of product 3 needs 5, 3 and 1 hours in departments A, B and C respectively. The monthly labor hour availabilities for these three departments are 1800, 1450 and 1900 hours respectively. Use the Crammer's rule to find how many units of which product can be produced within this availability of the three departments.

**Q No 2. CLO4&CLO2**

(04+04 = 08)

a) Find the equation of line which passes through the points (3, 2) and (4, 5).

b) Weekly demand function for a particular product is  $q = 2400 - 15p$ , where  $q$  is stated in units and  $p$  is the price of the product in dollars.

i. Determine the quadratic total revenue function  $R(p)$ .

ii. Find the  $q$ -intercept.

iii. At what price will the total revenue be maximized?

iv. What is the maximum revenue that can be earned? ✓ ✓ ✓ ✓

**Q No 3. CLO5**

(04+04 = 08)

a) A family wants to begin savings for a trip to Europe. The trip is planned for 4 years from now and the family wants to accumulate \$20,000 for the trip. If 16 deposits are made quarterly to an account which earns interest at a rate of 8% per year compounded quarterly, how much should each deposit equal to? How much interest will be earned on these deposits?

b) If \$350,000 is to grow to \$600,000 over a 10 year period, at what annual rate of interest must it be invested given that interest is compounded semiannually?

$$m = \frac{2}{12} = \frac{1}{6}$$

**(Q No 4. CLO3**

(04+04=08)

a) Two dices are rolled together. Find the probability that the sum of dots on them is more than 8.

b) A water quality inspector is conducting an experiment where he samples the water from various wells to see if it has acceptable (A) or unacceptable (U) levels of contaminants. Suppose the inspector is going to inspect three wells, one after the other, and record the quality of the water for each.

- i. Construct the tree diagram enumerating the possible outcomes.
- ii. Determine the sample space S for this experiment.
- iii. What simple outcomes are included in the event "exactly two acceptable wells"?
- iv. What simple outcomes are included in the event "at least one acceptable wells"?

**Q No 5. CLO4&CLO5**

(08)

An Industry officials have the following two projects A and B, all given with the initial investments. Their budget will only allow them to accept one of the projects. Given the discount rates per annum and the future cash flows of each project below. Which project is the most profitable to be picked up?

Years	Project A	Project B
1 <sup>st</sup>	300,000	450,000
2 <sup>nd</sup>	300,000	400,000
3 <sup>rd</sup>	300,000	350,000
4 <sup>th</sup>	300,000	275,000
Discount Rate	13 %	9 %
Investments	850,000	1100,000



## BAHRIA UNIVERSITY ISLAMABAD CAMPUS

Final Examination – Fall Semester – 2020

Course: ECO110 - Microeconomics

Class: BBA-1 (Morning / Evening)  
Time Allowed: 90 minute  
Total marks: 40  
Course Instructor: Sadaf Alam, Ghazi Alam, Dr. M. Imran, Dr. Amjad Masood  
Student's Name: \_\_\_\_\_

Date: /01/2021

Time:

Session: #

Reg. No: \_\_\_\_\_

Note: Attempt all questions. Return the question paper with answer sheet.

CLO1

Q1. [8 marks]

Differentiate the market structures and fill the table given below.

	Perfect Competition	Monopolistic Competition	Oligopoly	Monopoly
No. of sellers	Many	Many	Few	One
Type of Product	Standard	Different	Different/Stand	Unique
Barriers to Entry	Low	Few	Competitively high	High
Price Decisions	Price Takers	Few	"	Price Setters
Example	Agriculture		Cellular phones	

Q2. [8 marks]

CLO 2

Quantity Produced	TC	MC	Price	TR	MR
0	0	-	80		
1	50		80		
2	102		80		
3	157		80	240	
4	217		80	320	
5	285		80		
6	365		80		
7	462		80		
8	582		80		

- (a) What is the marginal cost of the 5th unit?  
(b) What is the marginal cost of the 8th unit?  
(c) What is the marginal revenue from selling the 1st unit?  
(d) What is the marginal revenue from selling the 5th unit?  
(e) At what quantity does the firm maximize profits?  
(f) What is firm's economic profit at its profit-maximizing output level?

MR < P

**Q3. [8 marks]**

Draw a market diagram to explain profit maximization by a firm under perfect competition. CLO3

**Q4. [8 marks]**

What is price discrimination? Briefly describe various types of price discrimination.

CLO4

**Q5. [8 marks]**

For the given level of output quantity (Q), complete the missing values of variable cost (VC), total cost (TC), average fixed cost (AFC), average variable cost (AVC), average total cost (ATC) and marginal cost (MC).

CLO 6

Q	VC	TC	AFC	AVC	ATC	MC
0		\$50	n/a	n/a	n/a	
1	10			\$10	\$60.00	\$10
2	30	80				
3			16.67	20	36.67	30
4	100	150	12.50		37.50	
5	150			30		
6	210	260	8.33	35	43.33	60



Bahria University, Islamabad Campus  
Department of Business Studies  
Final-Term Examination (Fall-2020)  
Class: BBA 1G

Paper Type: Subjective

**Course: Functional English**

**Date: 09/02/2020**

**Course Code:**

**Time: am – am**

**Teacher Name: Ms Ayesha Habib**

**Max Marks: 40**

**Time Allowed: 2 Hours**

**Total Pages: 3**

**Instructions**

Attempt all questions using the given space.

Any resemblance in word structure or answers will result in negative marking

Make sure you don't share your answers

1. Read the following conversation and answer the questions given at the end:(CLO-1 & 2)

**George:**I am in luck, Will. My uncle just sent me a letter from Japan, where he is on business, with some Japanese stamps. He knows I collect them and often sends me foreign stamps from the places he visits.

**Will:** They look rather nice. Are you going to paste them in your album?

**George:** Yes, here it is. I have got quite a nice collection now.

Will: What a lot! French, Italian, Dutch, German, American, Turkish. You seem to have some from almost every country.

George: oh! there are a lot that I have not got yet. And some rare ones are very expensive, and cost pounds of money.

Will: But what is the use of collecting stamps?

**George:** oh! it's a hobby. And it teaches you some geography; and sometimes it brings money.

Will: How is that?

George: Why, a really good collection sometimes sells for hundreds of pounds. Why don't you go in for stamp-collection?

Will: I like something more active. My hobby is collecting ferns and wild flowers. And to get these you have to go for long country walks, explore the woods, and climb the hills. It is quite an adventure when you find a rare plant or fern in some wild place.

**George: But what do you do with them when you get them?**

**Will: I press them, and then mount them neatly on sheets of paper, and name them. I have got quite a nice collection.**

**George: How do you press them?**

**Will: I lay the fern or plant between sheets of blotting-paper, and put them in a press, or under a board with heavy weights. You have to change the blotting-paper every day, and in about a week the plant is dried and pressed and will last like that for years.**

**George: And what is the good of your hobby?**

**Will: Well, it teaches me a lot of botany, and takes me into beautiful country; and does me good physically, because it means exercise in the open air.**

- a. Change the highlighted sentences into indirect speech. (7)
- b. Write an example of compound, complex and compound-complex sentences from the given conversation. (3)
- c. Write down the summary of the conversation. (5)

**Q: 2. i. Discuss the main features and parts of formal letter-writing? (CLO-2)**  
**(7)**

**ii. Differentiate between the following documents by discussing where you would send them and why:**  
**(6)**

- a. Cover letter
- b. CV/Resume

**Q: 3 Analyze the following story with the help of the elements of story-writing: (CLO-2)**  
**(12)**

There were once three brothers who were traveling along a lonely, winding road at twilight. In time, the brothers reached a river too deep to wade through and too dangerous to swim across. However, these brothers were learned in the magical arts, and so they simply waved their wands and made a bridge appear across the treacherous water. They were halfway across it when they found their path blocked by a hooded figure.

And Death spoke to them. He was angry that he had been cheated out of three new victims, for travelers usually drowned in the river. But Death was cunning. He pretended to congratulate the three brothers upon their magic and said that each had earned a prize for having been clever enough to evade him.

So, the oldest brother, who was a combative man, asked for a wand more powerful than any in existence: a wand that must always win duels for its owner, a wand worthy of a wizard who had conquered Death! So, Death crossed to an elder tree on the banks of the river, fashioned a wand from a branch that hung there, and gave it to the oldest brother.

Then the second brother, who was an arrogant man, decided that he wanted to humiliate Death still further, and asked for the power to recall others from Death. So, Death picked up a stone from the riverbank and gave it to the second brother and told him that the stone would have the power to bring back the dead.

And then Death asked the third and youngest brother what he would like. The youngest brother was the humblest and also the wisest of the brothers, and he did not trust Death. So, he asked for something that would enable him to go forth from that place without being followed by Death. And death, most unwillingly, handed over his own Cloak of Invisibility.

Then Death stood aside and allowed the three brothers to continue on their way, and they did so, talking with wonder of the adventure they had had, and admiring Death's gifts. In due course the brothers separated, each for his own destination.

The first brother traveled on for a week or more, and reaching a distant village, sought out a fellow wizard with whom he had a quarrel. Naturally with the Elder Wand as his weapon, he could not fail to win the duel that followed. Leaving his enemy dead upon the floor, the oldest brother proceeded to an inn, where he boasted loudly of the powerful wand, he had snatched from Death himself, and of how it made him invincible.

That very night, another wizard crept upon the oldest brother as he lay, wine-sodden, upon his bed. The thief took the wand and, for good measure, slit the oldest brother's throat.

And so Death took the first brother for his own.

Meanwhile, the second brother journeyed to his own home, where he lived alone. Here he took out the stone that had the power to recall the dead and turned it thrice in his hand. To his amazement and his delight, the figure of the girl he had once hoped to marry, before her untimely death, appeared at once before him.

Yet she was sad and cold, separated from him as by a veil. Though she had returned to the mortal world, she did not truly belong there and suffered. Finally, the second brother, driven mad with hopeless longing, killed himself so as truly to join her. And so, Death took the second brother for his own.

But though Death searched for the third brother for many years, he was never able to find him. It was only when he had attained a great age that the youngest brother finally took off the Cloak of Invisibility and gave it to his son. And then he greeted Death as an old friend, and went with him gladly, and, equals, they departed this life.

# Bahria University

Islamabad Campus

## Final Examination (Fall-2020) Department of Business Studies

Course: Principles of Management

Max Marks: 40

Class: BBA [4] - 1 (A to G)

Session: I

Duration: 2 Hours

Instructors:Nasir Mahmood, Qurat-ul-Ain, Sumera, Maryam Mohar, Bushra Sadiq

**Instructions:**

- I. Read the question paper carefully; attempt all questions.
- II. Be Specific. Original work and concepts will be appreciated.

STUDENT'S NAME \_\_\_\_\_

ENRL NO \_\_\_\_\_

**Q No 1:** Discuss the salient features of the two models of organizational design. What are the contingency factors, which affect any organizational structure? Briefly explain how? (CLO 3) (4+4)

**Q No 2:**

- a. What do you understand by the high-performance work practices? Give some examples. (CLO 2) (3)
- b. Define the following terms: (CLO 2) (5)
  - i. On the job training
  - ii. Graphic Rating Scales
  - iii. Realistic Job Preview
  - iv. Job Enrichment
  - v. Job Analysis

**Q No 3:**

- a. The Job Characteristics Model identifies five core job dimensions, their interrelationships and impact on employee productivity, motivation and satisfaction. List and briefly explain these dimensions. (CLO 5) (5)
- b. Equity theory proposes that employees might show typical reactions to correct the situation when they perceive inequity in the organizations. Briefly explain these reactions. (CLO 5) (3)

**Q No 4:**

- a. Who are leaders? Discuss what research has shown about the traits of effective leadership. Please describe these traits. (CLO 1&2)(4)
- b. What are the five sources of a leader's power? Describe the same. (CLO 1&2)(4)

**Q No 5:** Define the term "controlling"? Why is it considered important? Briefly discuss the basic types of controls used to ensure effective organizational performance. (CLO 1&2) (2+2+4)

**Note:** Please return the question paper along with your answer script.