

**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 JUNE 2015; AFFILIATED COLLEGES  
INTRODUCTION TO BUSINESS; BA (H)-341  
BS – I**

**Date: June 8, 2015**

**Max Time: 1.5 Hrs**

**Max Marks: 30**

**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: Organizing is one of the most important aspects of management. Elaborates its important with the help of various steps involved in organizing process.

Q.2: Compare the different components of promotional mix on the basis of their advantages and disadvantages.

Q.3: Describe the characteristics which a risk must meet in order to be declared as an insurable risk?

Q.4: Discuss different tactics of union and management upon which they try to compete.

Q.5: Write about the tasks which you are supposed to perform as a production manager of a well-known manufacturing company.

**END OF SUBJECTIVE PAPER**