

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
BUSINESS ECONOMICS; BA (M)-511 (PART B)
MBA – I**

Date: June 15, 2015

Max Time: 120 Mins

Max Marks: 30

INSTRUCTIONS:

- 1. Attempt any 3 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: Answer the following questions?

- a) What do you understand by economic and non-economic activities?
- b) Define business organization.
- c) What is meant by business ownership?
- d) What economic objectives does a business have?

Q.3: What are fallacies in each of the following statements?

- a) Management decision problems are not encountered by government agencies or non-profit organizations.
- b) The economic theory of the firm assumes that businesses attempt to maximize their contribution to social welfare.
- c) An increase in the uncertainty associated with a firm's cash flows will cause a decrease in the discount rate that is applied to the valuation of the firm.
- d) Business profit is generally less than economic profit.

Q.5: Evaluate the view that greater economic efficiency will always be achieved in perfect competition as compared to monopoly

Q.6: Explain with examples how the nature of consumer decision-making varies based on the category of products being purchased. You are a marketer, how do you need to be aware of it?

END OF SUBJECTIVE PAPER