

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2016; AFFILIATED COLLEGES
INTRODUCTION TO BUSINESS MANAGEMENT; BA (M)-541
MBA – I**

Date: July 20, 2016

Max. Time: 2 Hrs

Max. Marks: 40

INSTRUCTIONS:

- 1. Attempt any 4 questions. Do not write anything on the question paper.**
- 2. Use of 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.**

- Q1 What is business? Discuss the objectives of business also mention the qualities of a successful business man in detail.
- Q2 Propose different measures for encouraging cohesion in your team?
- Q3 Identify the three major forms of business ownership? Also discuss the advantages and disadvantages of the major forms of business ownership?
- Q4 What is management? Discuss the four basic functions of management.
- Q5 Explain briefly motivational theories.
1. Hierarchy of human needs theory
2. Equity theory
- Q6 Discuss the importance of strategic marketing and draw a basic outline for a marketing plan.
- Q7 Why communication is effective for management and how communication channels effect the quality of communication? Explain in your own words.
- Q8 Define human resource management? Explain the importance of human resource management.

END OF SUBJECTIVE PAPER