

College Name: \_\_\_\_\_

Student Name: \_\_\_\_\_ Seat No: \_\_\_\_\_

Copy No: \_\_\_\_\_

**KARACHI UNIVERSITY BUSINESS SCHOOL**  
**UNIVERSITY OF KARACHI**  
**FINAL EXAMINATION, DECEMBER 2016; AFFILIATED COLLEGES**  
**PRINCIPLES OF MANAGEMENT; BA (H)–461**  
**BBA – III**

**Date: December 29, 2016**

**Max Time: 2 Hr**

**Max Marks: 40**

**INSTRUCTIONS:**

- 1. Attempt any 5 questions. Do not write anything on the question paper**
- 2. Mobile phone(s) 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 Discuss the Boston Consulting Group (BCG) matrix and explain its usefulness in segmenting businesses. Discuss the characteristics for each of the four categories based on the BCG matrix.
- Q2 Explain Maslow's Hierarchy of need theory in our life? Discuss in detail.
- Q3 Write down the advantages and disadvantages of Departmentalization by Product.
- Q4 What is rational decision making and how it is affected by bounded rationality?
- Q5 Link the three managerial skills given by Katz with different levels of managerial positions.
- Q6 Fifty applicants had been interviewed for the post of financial analyst. Among these 50 people, 5 people had been short listed because they were holding diplomas of specialization along with the degrees required. They influenced the interviewer with which of the power? Explain the relevant power in detail. Also list other types of powers.
- Q7 Discuss the Traits theory of Leadership. Also explain the flaws of this theory.

**END OF SUBJECTIVE PAPER**