

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

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

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

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION DECEMBER 2016; AFFILIATED COLLEGE  
PRINCIPLES OF MANAGEMENT BA(BS) – 531 (PART A)  
BBA – V**

**Date: January 4, 2017**

**Max. Time: 2 Hrs**

**Max Marks: 40**

**INSTRUCTIONS:**

- 1. Attempt any 4 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 Identify & explain different approaches to the motivation of people in the organization.
- Q2 Briefly discuss the factors that affect organizational effectiveness.
- Q3 Explain the generic strategies, the portfolio strategies & relationships of life cycles & strategic planning.
- Q4 Explain the contribution of some of the major pioneers of management thought & how they advanced the state of the discipline.
- Q5 Explain any two of the following:  
1- Traditional Non-Budgetary Control Devices  
2- Entrepreneurship  
3- Departmentalization

**END OF SUBJECTIVE PAPER**