

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

Seat No: \_\_\_\_\_ Student's Name: \_\_\_\_\_

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

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION DECEMBER 2017; AFFILIATED COLLEGES  
INTRODUCTION TO BUSINESS; BA (H)-341  
BS – I**

**Date: December 18, 2017**

**Max Time: 100 Mins**

**Max Marks: 45**

**INSTRUCTIONS:**

- 1. Attempt any 3 questions. Write only relevant and brief answers.**
- 2. Do not write anything on the question paper.**
- 3. 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 Discuss and contrast the Herzberg two factor theory and Maslow theories?

Q2 Discuss and elaborate the Marketing mix (4 P's) of Khaadi clothing line.

Q3 What is barter system? How does the need for money arise and discuss the characteristics of money?

Q4 Explain the different types of Partnership.

Q5 What are the advantages and disadvantages of recruiting candidates from internal sources?

Q6 Explain any five of the following terms:

1. Business environment
2. Financial statements
3. Organization
4. Job analysis
5. Market Segment
6. Central bank

**END OF SUBJECTIVE PAPER**