

College Name: _____

Seat No: _____ Student's Name: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION DECEMBER 2017; AFFILIATED COLLEGES
CORPORATE PERFORMANCE & PLANNING; BA(BS)-612
BBA – VIII**

Date: January 9, 2018

Max Time: 2 Hrs

Max Marks: 60

INSTRUCTIONS:

- 1. Attempt any 4 questions. Do not write anything on the question paper. EXCEPT the initials mentioned above.**
- 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.**

- Q1 What is meant by Corporate Performance and planning? Discuss the scope of corporate performance.
- Q2 What are the different types of ratios need by companies for analysis of financial position? Discuss limitations of ratio analysis.
- Q3 Why does the purchase function is important in corporation? Describe various sources of purchases.
- Q4 What is corporate level strategy and how does it support business level and functional level strategy? Explain with suitable examples.
- Q5 Write short notes on any two of the following:
1- Total Quality Management
2- Corporate Budgeting
3- Production Management
4- Systems of Control

END OF EXAM PAPER