THE UNIVERSITY OF CHENAB

Department of Business Education
PhD Business Administration

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Programs Offered by Department of Business Education	
Degree Name	**Degree Details/Eligibility Criteria**
Bachelor of Business Administration	The Bachelor of Business Administration program is of 4-years duration, spread over 8 regular semesters, and consisting of 135 credit hours after completing twelve years of higher secondary school certificate or equivalent. At least, 45% marks in intermediate or equivalent are required for admission in BBA.
Bachelor of Studies in Accounting & Finance	The BS Accounting & Finance Program is of 4-years duration, spread over 8 regular semesters, and consisting of 135 credit hours after completing twelve years of higher secondary school certificate or equivalent. At least, 45% marks in intermediate or equivalent are required for admission in BS Accounting & Finance.
BS Business Analytics	The BS Business Analytics Program is of 4-years duration, spread over 8 regular semesters, and consisting of 135 credit hours after completing twelve years of higher secondary school certificate or equivalent. At least, 45% marks in intermediate or equivalent are required for admission in BS Business Analytics.
Bachelor of Business Administration (5th Semester Induction)	1. Graduates with a minimum CGPA of 2.0 out of 4.0 or at least 45% marks in a 2-year associate degree in business studies (semester system) are eligible to apply for direct admission into the 5th semester of the BBA and BS A&Fs, in accordance with HEC guidelines and the university's admission policy. 2. All other students, including those with an ADP in business studies (annual system), ADP in non-business fields, or other equivalent 14-year degrees (such as B.A./B.Sc.), are required to complete 16 credit hours of deficiency courses in a bridge semester (UGE-2023; National Education Framework-2015), as approved by the departmental curriculum review committee (details provided below). 3. After completing the bridge semester with a minimum CGPA of 2.0, students will join the regular fifth semester of their degree program
Bachelor of Studies in Accounting and Finance (5th Semester Induction)	1. Graduates with a minimum CGPA of 2.0 out of 4.0 or at least 45% marks in a 2-year associate degree in business studies (semester system) are eligible to apply for direct admission into the 5th semester of the BBA and BS A&Fs, in accordance with HEC guidelines and the university's admission policy. 2. All other students, including those with an ADP in business

	studies (annual system), ADP in non-business fields, or other equivalent 14-year degrees (such as B.A./B.Sc.), are required to complete 16 credit hours of deficiency courses in a bridge semester (UGE-2023; National Education Framework-2015), as approved by the departmental curriculum review committee (details provided below). 3. After completing the bridge semester with a minimum CGPA of 2.0, students will join the regular fifth semester of their degree program.
BS Business Analytics **(5th Semester Induction)**	1. Graduates with a minimum CGPA of 2.0 out of 4.0 or at least 45% marks in a 2-year associate degree in business studies (semester system) are eligible to apply for direct admission into the 5th semester of the BS Business analytics, in accordance with HEC guidelines and the university's admission policy. 2. All other students, including those with an ADP in business studies (annual system), ADP in non-business fields, or other equivalent 14-year degrees (such as B.A./B.Sc.), are required to complete 18 credit hours of deficiency courses in a bridge semester (UGE-2023; National Education Framework-2015), as approved by the departmental curriculum review committee (details provided below). 3. After completing the bridge semester with a minimum CGPA of 2.0, students will join the regular fifth semester of their degree program
ADP ACCOUNTING & FINANCE	The ADP Accounting & Finance is of two-year duration, spread over 4 regular semesters, and consisting of 69 credit hours after completing twelve years of higher secondary school certificate or equivalent. At least, 40% marks in intermediate or equivalent are required for admission in ADP Accounting & Finance.
ADP BUSINESS STUDIES	The ADP Business Studies is of two-year duration, spread over 4 regular semesters, and consisting of 69 credit hours after completing twelve years of higher secondary school certificate or equivalent. At least, 40% marks in intermediate or equivalent are required for admission in ADP Business Studies.
ADP HOSPITALITY MANAGEMENT	The ADP Hospitality Management is of two-years duration, spread over 4 regular semesters, and consisting of 69 credit hours after completing twelve years of higher secondary school

	certificate or equivalent (Ref: HEC Curriculum, 2023).At least, 40% marks in intermediate or equivalent are required for admission in ADP Hospitality Management.
MASTER OF PHILOSOPHY IN MANAGEMENT SCIENCES	Department of business education will allow admission with 2.0 CGPA / 2nd division as a basic minimum criterion for admission in MPhil programs. Department will offer five undergraduate business-related basic courses to the students with non-business education background
MASTER OF PHILOSOPHY IN ACCOUNTING & FINANCE	Department of business education will allow admission with 2.0 CGPA / 2nd division as a basic minimum criterion for admission in MPhil programs. Department will offer five undergraduate business-related basic courses to the students with non-business education.
PhD BUSINESS ADMINISTRATION	Prior to entry into a PhD program, the student shall have been awarded MS/M.Phil. Or equivalent degrees as described in this policy. a) For admission in PhD programs, a minimum CGPA of 3.0 (out of 4.0 in the semester system) or First Division (in the annual system) in the most recent degree obtained is required, whether such degree was obtained from Pakistani or foreign universities. b) In case of foreign degree, if the CGPA/Grade is not mentioned on the transcript, the candidate must produce equivalent weightage from the parent university. c) The student having strong demonstrated interest in obtaining PhD degree but has done previous degree without thesis/research/dissertation, then he/she must complete 6 credit hours deficiency thesis or thesis + courses to be eligible for PhD program (as decided by admission committee). The deficiency courses/thesis will be non-credit.

Multiple Choice Questions

English (Moderate) - 20 Questions

1. Choose the correct synonym of "aberration".
   A) Normality
   B) Deviation
   C) Regularity
   D) Accuracy

2. Select the correctly punctuated sentence.
   A) Its a beautiful day, isn't it?
   B) It's a beautiful day, isn't it?
   C) Its a beautiful day isn't it?
   D) It's a beautiful day isn't it?

3. Choose the correct meaning of the idiom "break the ice".
   A) To make a situation less tense
   B) To shatter something
   C) To start a fight
   D) To freeze water

4. Identify the part of speech of "Quickly".
   A) Adjective
   B) Noun
   C) Adverb
   D) Verb

5. Fill in the blank: She _____ to the market every Sunday.
   A) go
   B) goes
   C) gone
   D) going

6. Find the error in the sentence: "Neither of the boys are coming."
   A) Neither
   B) of the boys
   C) are
   D) coming

7. Select the sentence with correct subject-verb agreement.
   A) The list of items are on the table.
   B) The team have won the match.
   C) The team is playing well.
   D) The players is tired.

8. Choose the correct passive voice of: "The chef cooks the meal."
   A) The meal was cooked by the chef.
   B) The meal is cooked by the chef.
   C) The meal cooked by the chef.
   D) The meal cooking by the chef.

9. Identify the correct synonym for "benevolent".
   A) Kind
   B) Cruel
   C) Angry
   D) Selfish

10. Fill in the blank with the correct preposition: "She is interested _____ learning languages."
   A) at
   B) in
   C) on
   D) for

11. Choose the correctly spelled word.
   A) Accomodate
   B) Accommodate
   C) Acommodate
   D) Acomodate

12. What is the antonym of "opaque"?
   A) Transparent
   B) Dark
   C) Dull
   D) Thick

13. Select the word closest in meaning to "elated".
   A) Sad
   B) Excited
   C) Angry
   D) Tired

14. Choose the correct sentence.
   A) He don't like coffee.
   B) He doesn't likes coffee.
   C) He doesn't like coffee.
   D) He not like coffee.

15. Find the correct plural form of "cactus".
   A) Cactuses

B) Cacti
C) Cactu
D) Cacta

16. Choose the correct conjunction: "I wanted to go, _____ it was raining."
A) but
B) so
C) because
D) and

17. Fill in the blank: "The movie was _____ interesting."
A) very
B) much
C) many
D) few

18. Identify the correct direct speech of: She said that she was tired.
A) She said, "I am tired."
B) She said, "I was tired."
C) She said, "She is tired."
D) She said, "She was tired."

19. Choose the correct form of the verb: "If I _____ you, I would apologize."
A) was
B) am
C) were
D) be

20. Select the correct word: "The doctor gave me a _____ to take medicine."
A) prescription
B) description
C) subscription
D) inscription

Analytical Reasoning - 10 Questions

21. If all Bloops are Razzies and all Razzies are Lazzies, then all Bloops are definitely Lazzies?
A) True
B) False

22. What comes next in the sequence: 2, 6, 12, 20, 30, ?
A) 36
B) 40
C) 42
D) 48

23. A man walks 3 km east, then 4 km north. How far is he from the starting point?
   A) 5 km
   B) 7 km
   C) 1 km
   D) 12 km

24. In a code language, "TABLE" is written as "UBCMF". How is "CHAIR" written?
   A) DIBJS
   B) DGBJS
   C) DIBKR
   D) DIBJR

25. If the day before yesterday was Thursday, what day is today?
   A) Saturday
   B) Friday
   C) Sunday
   D) Monday

26. A clock shows the time as 3:15. What is the angle between hour and minute hands?
   A) 7.5 degrees
   B) 30 degrees
   C) 37.5 degrees
   D) 45 degrees

27. Find the odd one out: Apple, Orange, Banana, Carrot
   A) Apple
   B) Orange
   C) Banana
   D) Carrot

28. If 5 pencils cost $10, how much will 8 pencils cost?
   A) $12
   B) $14
   C) $16
   D) $18

29. A series is given: 5, 10, 20, 40, ?
   A) 80
   B) 90
   C) 85
   D) 100

30. How many triangles are there in a figure made by overlapping two triangles?
   A) 3
   B) 4

C) 5

D) 6

Quantitative Reasoning - 10 Questions

31. Simplify: $(3^2 \times 4^3) \div 2^2$

  A) 48

  B) 64

  C) 72

  D) 96

32. What is the value of x in $2x + 5 = 17$?

  A) 5

  B) 6

  C) 7

  D) 8

33. The ratio of boys to girls is 3:4. If there are 21 boys, how many girls?

  A) 21

  B) 28

  C) 30

  D) 35

34. A shopkeeper gives 10% discount on an item priced at $200. What is the sale price?

  A) $180

  B) $190

  C) $200

  D) $210

35. Find the area of a triangle with base 10 cm and height 15 cm.

  A) 150 cm²

  B) 75 cm²

  C) 50 cm²

  D) 30 cm²

36. If a train travels 60 km in 45 minutes, what is its speed in km/h?

  A) 80

  B) 90

  C) 100

  D) 120

37. The simple interest on a sum for 2 years at 5% per annum is $100. Find the principal.

  A) $900

  B) $1000

  C) $1100

  D) $1200

38. What is 15% of 240?
   A) 24
   B) 30
   C) 36
   D) 40

39. Solve for y: 3y - 4 = 11
   A) 3
   B) 4
   C) 5
   D) 6

40. A box contains 5 red, 3 blue, and 2 green balls. What is the probability of picking a blue ball?
   A) 1/10
   B) 3/10
   C) 2/5
   D) 1/3

Subject-Based (Management, Finance, Marketing, Research) — 60 Questions

41. In Mintzberg's managerial roles, which is NOT a decisional role?
   A) Entrepreneur
   B) Disturbance handler
   C) Liaison
   D) Resource allocator

42. Organic structure emphasizes:
   A) Flexibility and decentralization
   B) Strict hierarchy
   C) Bureaucracy
   D) Formal rules

43. Herzberg's hygiene factors include:
   A) Salary
   B) Achievement
   C) Responsibility
   D) Recognition

44. Peter Principle states employees get promoted to:
   A) Their highest competence
   B) Level of incompetence
   C) Same position
   D) Lower position

45. Situational leadership depends on:
   A) Leader's traits
   B) Follower maturity
   C) Organization size
   D) Market competition

46. Span of control becomes ineffective when:
   A) Too many subordinates
   B) Too few subordinates
   C) Managers delegate too much
   D) Employees are skilled

47. Balanced Scorecard does NOT include:
   A) Financial
   B) Customer
   C) Legal compliance
   D) Internal process

48. Bounded rationality means:
   A) Complete info
   B) Cognitive limitations
   C) Emotional decisions
   D) Irrational decisions

49. Which culture emphasizes stability?
   A) Clan
   B) Adhocracy
   C) Market
   D) Hierarchy

50. Lean management aims to:
   A) Increase product variety
   B) Eliminate waste
   C) Enhance creativity
   D) Expand market share

51. Garbage Can Model applies to:
   A) Routine decisions
   B) Organized environment
   C) Ambiguous settings
   D) Profit decisions

52. Organizational slack means:
   A) Excess resources
   B) Absenteeism

    C) Low productivity
    D) Poor management

53. Transformational leaders:
    A) Transactional exchanges
    B) Routine focus
    C) Inspire change
    D) Micromanage

54. Theory Z is:
    A) Japanese collective style
    B) Scientific management
    C) Individual motivation
    D) Contingency approach

55. Agency problem arises from:
    A) Shareholders vs management conflict
    B) Employees vs management conflict
    C) Market competition
    D) Poor products

56. CAPM estimates:
    A) Stock intrinsic value
    B) Expected return from risk
    C) Profitability
    D) Dividend payout

57. Preferred stock does NOT have:
    A) Fixed dividends
    B) Voting rights
    C) Dividend priority
    D) Convertibility

58. Modigliani-Miller assumes:
    A) No taxes or bankruptcy costs
    B) High taxes and costs
    C) Market imperfections
    D) Regulation

59. Liquidity risk measured by:
    A) Quick ratio
    B) Beta coefficient
    C) Debt equity ratio
    D) Market cap

60. Bond duration measures:
   A) Time to maturity
   B) Price sensitivity to interest
   C) Coupon frequency
   D) Default risk

61. EMH states stock prices:
   A) Reflect all info
   B) Are predictable
   C) Markets inefficient
   D) Investors beat market

62. DDM assumes dividends:
   A) Grow at constant rate
   B) Are zero
   C) Irregular
   D) Don't affect price

63. WACC is used to:
   A) Measure profit
   B) Discount capital projects
   C) Estimate market value
   D) Determine liquidity

64. Primary market deals with:
   A) Existing securities
   B) New securities issuance
   C) Derivatives
   D) Bond maturity

65. Profitability ratio example:
   A) Current ratio
   B) Debt equity
   C) Return on assets
   D) Quick ratio

66. Call option means:
   A) Right to buy asset
   B) Obligation to buy
   C) Right to sell
   D) Type of bond

67. Discounting future cash flows model:
   A) Payback period
   B) IRR

C) NPV
D) Accounting rate

68. Goodwill is:
A) Current asset
B) Intangible asset
C) Liability
D) Equity

69. P/E ratio shows:
A) Growth potential
B) Shares outstanding
C) Price to earnings
D) Dividend payout

70. Hedging's main purpose:
A) Increase returns
B) Reduce risk
C) Maximize gains
D) Avoid taxes

71. Ansoff Matrix strategies:
A) Market penetration, product development, market development, diversification
B) Product design and pricing
C) Sales forecasting
D) Customer satisfaction

72. Bass diffusion model predicts:
A) New product adoption
B) Pricing strategy
C) Promotional campaigns
D) Competitor analysis

73. Conjoint analysis measures:
A) Preferences for product features
B) Demographic segmentation
C) Ad effectiveness
D) Market size

74. Skimming pricing means:
A) Low initial price
B) High initial price then lower
C) Economy pricing
D) Bundle pricing

75. Customer Lifetime Value estimates:
   A) Revenue per customer
   B) Customer satisfaction
   C) Market share
   D) Brand loyalty

76. Marketing funnel stages:
   A) Awareness, interest, desire, action
   B) Production, promotion, price, place
   C) Segmentation, targeting, positioning
   D) Planning, execution, evaluation

77. Price elasticity means:
   A) Responsiveness of demand to price change
   B) Cost of production
   C) Brand loyalty
   D) Advertising effect

78. SWOT analysis includes:
   A) Strengths, weaknesses, opportunities, threats
   B) Sales, workforce, operations, technology
   C) Strategy, workflow, outcome, targets
   D) Segments, wins, offers, transactions

79. A/B testing in marketing is used for:
   A) Product design
   B) Comparing two versions
   C) Market share
   D) Sales forecasting

80. Ethical marketing excludes:
   A) Misleading claims
   B) Transparency
   C) Customer respect
   D) Fair pricing

81. Research hypothesis is:
   A) A testable statement
   B) A conclusion
   C) Data collection method
   D) Statistical tool

82. Quantitative research uses:
   A) Numerical data
   B) Opinions

C) Descriptions
D) Case studies

83. Sampling error occurs due to:
    A) Poor sample design
    B) Accurate data
    C) Large samples
    D) Good methodology

84. Primary data collection includes:
    A) Surveys
    B) Published articles
    C) Internet sources
    D) Books

85. A Likert scale measures:
    A) Attitudes
    B) Income
    C) Age
    D) Number of products

86. In research, validity means:
    A) Accuracy of measurement
    B) Sample size
    C) Data collection speed
    D) Ethical approval

87. Regression analysis predicts:
    A) Relationship between variables
    B) Frequency distribution
    C) Mean comparison
    D) Mode identification

88. Qualitative research is best for:
    A) Exploring behaviors and reasons
    B) Measuring sales
    C) Counting occurrences
    D) Testing hypothesis

89. Cronbach's alpha measures:
    A) Reliability
    B) Validity
    C) Significance
    D) Correlation

90. Research ethics ensure:
A) Protection of participants
B) Data manipulation
C) Faster publication
D) Financial gain

91. Porter's Five Forces include:
A) Competitive rivalry, threat of new entrants, bargaining power of suppliers, bargaining power of buyers, threat of substitutes
B) Market segmentation
C) Product lifecycle
D) Marketing mix

92. Value Chain analysis focuses on:
A) Internal activities adding value
B) Market demand
C) Pricing strategies
D) Financial ratios

93. SMART goals are:
A) Specific, Measurable, Achievable, Relevant, Time-bound
B) Simple, Meaningful, Accurate, Realistic, Tangible
C) Strategic, Manageable, Actionable, Reliable, Timely
D) Specific, Marketable, Analytical, Responsive, Timely

94. Kaizen refers to:
A) Continuous improvement
B) Large changes
C) Employee layoffs
D) Marketing strategies

95. Six Sigma methodology aims to:
A) Reduce defects
B) Increase sales
C) Cut costs
D) Improve marketing

96. Budget variance analysis compares:
A) Actual vs planned expenditure
B) Revenue vs profit
C) Sales vs marketing
D) Staff vs output

97. Corporate Social Responsibility (CSR) focuses on:
A) Social and environmental impact

B) Profit maximization
C) Product innovation
D) Marketing campaigns

98. Which financial statement shows company's financial position at a point?
A) Income statement
B) Balance sheet
C) Cash flow statement
D) Statement of retained earnings

99. Depreciation is:
A) Allocation of asset cost over time
B) Asset purchase
C) Increase in asset value
D) Liability payment

100. Working capital means:
A) Current assets - current liabilities
B) Total assets
C) Long-term debt
D) Cash in hand