

FEDERAL PUBLIC SERVICE COMMISSION COMPETITIVE EXAMINATION-2016 FOR RECRUITMENT TO POSTS IN BS-17 UNDER THE FEDERAL GOVERNMENT

Roll Number

BUSINESS ADMINISTRATION

TIME ALLOWED:	THREE HOURS	PART-I (MCQS)	MAXIMUM MARKS = 20
PART-I(MCQS):	MAXIMUM 30 MINUTES	PART-II	MAXIMUM MARKS = 80

NOTE: (i) Part-II is to be attempted on the separate Answer Book.

- (ii) Attempt ONLY FOUR questions from PART-II. ALL questions carry EQUAL marks.
- (iii) All the parts (if any) of each Question must be attempted at one place instead of at different places.
- (iv) Candidate must write Q. No. in the Answer Book in accordance with Q. No. in the Q.Paper.
- (v) No Page/Space be left blank between the answers. All the blank pages of Answer Book must be crossed.
- (vi) Extra attempt of any question or any part of the attempted question will not be considered.
- (vii) Use of Calculator is allowed.

PART-II

Q. No. 2.	Enumerate the important steps you will follow for completing the Strategic	(20)
	Management Process for a Garment Manufacturing Company.	

- Q. No. 3. What are the various types of Pricing? Propose the Pricing Strategy for a new, high quality brand of shoes.
- Q. No. 4. Discuss the features of the various types of Financial Markets. (20)
- Q. No. 5. The following data relates to Bright Star Company (millions of Rs.) (20)

Cash & equivalents Rs 100.00 Fixed Assets 283.50 Sales 1000.00 Net Income 50.00 Current Liabilities 105.50 Current Ratio 3.00 40.55Days Days Sales Outstanding (DSO) Return on Equity 12.00%

The Company has no Preferred Stocks- only Common Equity, Current Liabilities, Long Term Debt.

- (a) Find the Company's
 - (i) Accounts Receivable (ii) Current Assets (iii) Total Assets (iv) Return on Total Assets (v) Common Equity (vi) Quick Ratio
 - (vii) Long term Debt
- (b) In part a) you should have found that the Company's Accounts Receivable (A/R) = Rs. 111.1 million. If Bright Star Company reduces its DSO from 40.55 days to 30.4 days, while holding other things constant, how much cash would it generate?
- Q. No. 6. Propose a 'Recruitment Yield Pyramid' for a Five Star Hotel. (20)
- Q. No. 7. Discuss the significance of major 'Supply Chain Drivers' in accomplishing business goals. (20)