



**FEDERAL PUBLIC SERVICE COMMISSION  
COMPETITIVE EXAMINATION-2017  
FOR RECRUITMENT TO POSTS IN BS-17  
UNDER THE FEDERAL GOVERNMENT  
BUSINESS ADMINISTRATION**

Roll Number

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

**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.** What does a company need to do to achieve strategic fit between the supply chain and competitive strategies? **(20)**
- Q. No. 3.** Describe how marketing strategies change during product life cycle. Also identify and discuss some potential problems with the product life cycle. **(20)**
- Q. No. 4.** There are several basic techniques managers use for appraising the performance of employees. Discuss these techniques. **(20)**
- Q. No. 5.** A manager who really wants to approach a decision rationally and logically should try to follow the steps in rational decision making. Discuss these steps with examples. **(20)**
- Q. No. 6. (a)** A successful strategy requires determining the firm's Critical Success Factors (CSF) and core competencies. Discuss how a manager of pharmaceutical firm can align core competencies with CSF. **(10)**
- (b)** How an operation manager can manage demand of a product in the light of available capacity? **(10) (20)**
- Q. No. 7.** The following data relates to ABC Company **(20)**
- |                                |                |
|--------------------------------|----------------|
| <b><u>Income statement</u></b> |                |
| Sales                          | Rs. 500,000    |
| Cost of goods sold             | 300,000        |
| Operating expenses             | 60,000         |
| Interest expenses              | 10,000         |
| Income tax expenses            | 40,000         |
| Net income                     | 90,000         |
| <b><u>Balance sheet</u></b>    |                |
| <b><u>Assets</u></b>           |                |
| Cash                           | Rs 10,000      |
| Accounts receivable            | 15,000         |
| Inventory                      | 20,000         |
| Equipment                      | 455,000        |
| <b>Total:</b>                  | <b>500,000</b> |
| <b><u>Liabilities</u></b>      |                |
| Accounts payable               | Rs 12,000      |
| Long-term notes payable        | 48,000         |
| Shareholder's equity:          |                |
| Capital stock                  | 300,000        |
| Retained earnings              | 140,000        |
| <b>Total:</b>                  | <b>500,000</b> |
- Find and interpret the company's
- (i)** Current ratio **(ii)** Quick ratio **(iii)** Average collection period
- (iv)** Time interest earned **(v)** Inventory turn over
- Q. No. 8.** Discuss the three common capital budgeting decision techniques with examples and formulas. **(20)**

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