



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

Roll Number

| | | |
|---|----------------------|---------------------------|
| 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.** 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)

Income statement

| | |
|---------------------|-------------|
| 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 |

Balance sheet

| | |
|----------------------|-----------|
| <u>Assets</u> | |
| Cash | Rs 10,000 |
| Accounts receivable | 15,000 |
| Inventory | 20,000 |
| Equipment | 455,000 |

Total: 500,000

Liabilities

| | |
|-------------------------|-----------|
| Accounts payable | Rs 12,000 |
| Long-term notes payable | 48,000 |
| Shareholder's equity: | |
| Capital stock | 300,000 |