



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

Roll Number

**BUSINESS ADMINISTRATION**

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

**PART-II**

- Q. No. 2.** Enumerate the important steps you will follow for completing the Strategic Management Process for a Garment Manufacturing Company. **(20)**
- Q. No. 3.** What are the various types of Pricing? Propose the Pricing Strategy for a new, high quality brand of shoes. **(20)**
- 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      |
| Days Sales Outstanding (DSO) | 40.55Days |
| 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)**