

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

## **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 (20) 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 Days Sales Outstanding (DSO) 40.55Days 12.00% Return on Equity

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
  (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 (20) goals.