



FEDERAL PUBLIC SERVICE COMMISSION
COMPETITIVE EXAMINATION - 2021
FOR RECRUITMENT TO POSTS IN BS-17
UNDER THE FEDERAL GOVERNMENT

Roll Number:

BUSINESS ADMINISTRATION

TIME ALLOWED: THREE HOURS

PART-I(MCQS): MAXIMUM 30 MINUTES

PART-I (MCQS)

PART-II

MAXIMUM MARKS = 20

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) 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 question will not be considered.

PART – II

- Q. No. 2.** Calculate payback period, required rate of return is 12% for net present value and profitability index. (20)

Year	Description	Cash Flow
0	Initial Cash outflow	\$ 1,00,000
1	Cash flows	\$34,432
2	Cash flows	\$39,530
3	Cash flows	\$39,359
4	Cash flows	\$ 32,219

- Q. No. 3.** An international manufacturing concern has provided the income statement data. Give formulas to calculate the following ratios. Also explain how to interpret them. (20)

- (i) Current ratio
- (ii) Quick ratio
- (iii) Average collection period
- (iv) Time interest earned
- (v) Inventory turnover

- Q. No. 4.** Discuss the advantages and disadvantages of different methods a manager can adopt for effective performance appraisal of employees. (20)

- Q. No. 5.** Describe competitive advantages and the competitive strategies the organizations use to achieve it with practical examples. (20)

- Q. No. 6.** Define the major steps in designing a customer value driven marketing strategy, market segmentation, targeting, differentiation and positioning. (20)

- Q. No. 7.** The impact of different levels of decision phases of supply chain depends on timeframe. Explain the decision phases in supply chains with examples. (20)

- Q. No. 8.** Compare the advantages of mass marketing to those of market segmentation for a company. Discuss with relevant business examples. (20)
