

# FEDERAL PUBLIC SERVICE COMMISSION



## COMPETITIVE EXAMINATION FOR RECRUITMENT TO POSTS IN BS-17 UNDER THE FEDERAL GOVERNMENT, 2012

### BUSINESS ADMINISTRATION

TIME ALLOWED:	(PART-I MCQs)	30 MINUTES	MAXIMUM MARKS: 20
THREE HOURS	(PART-II)	2 HOURS & 30 MINUTES	MAXIMUM MARKS: 80
NOTE: (i) Candidate must write <b>Q. No.</b> in the <b>Answer Book</b> in accordance with <b>Q. No.</b> in the <b>Q. Paper</b> . (ii) Attempt <b>ONLY FOUR</b> questions from <b>PART-II</b> , Selecting <b>AT LEAST ONE</b> question from <b>EACH SECTION</b> . <b>ALL</b> questions carry <b>EQUAL</b> marks. (iii) Extra attempt of any question or any part of the attempted question will not be considered.			

### PART-II

#### SECTION-I (MANAGEMENT)

- Q. 2.** What is leadership? List and explain different types of leaders. Discuss any one theory of leadership. (6+7+7=20)
- Q. 3.** Why motivation is considered necessary in today's organizations to increase efficiency of the employees? Briefly describe any one theory of motivation. (10+10=20)
- Q. 4.** Describe major functions of Management. Discuss its significance for modern business organizations. (10+10=20)

#### SECTION-II (PRINCIPLES OF MARKETING)

- Q. 5.** Briefly describe main features of marketing environment. (20)
- Q. 6.** What is "Marketing Mix"? Discuss the role of marketing mix in the marketing process for increasing sales volumes. (8+12=20)
- Q. 7.** Describe main features of marketing role in the society. Discuss its impact on human life (10+10=20)

#### SECTION-III (FINANCIAL MANAGEMENT)

- Q. 8.** Describe main features of financial management. Discuss role of Finance Manager in any organization. (10+10=20)
- Q. 9.** Do adjusting entries affect Income Statement Accounts, Balance Sheet Accounts, or both? Discuss. (20)
- Q. 10.** How the Financial Statements are analysed and interpreted through ratio analysis. (20)

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