(48)

# FEDERAL PUBLIC SERVICE COMMISSION

## COMPETITIVE EXAMINATION FOR RECRUITMENT TO POSTS IN PBS-17, UNDER THE FEDERAL GOVERNMENT, 2002

## BUSINESS ADMINISTRATION

**TIME ALLOWED: THREE HOURS** **MAXIMUM MARKS: 100**

**NOTE:** Attempt **FIVE** questions in all, including **QUESTION NO. 7** which is **COMPULSORY**. Select at least **ONE** question each of the **PARTS I, II AND III.** All questions carry **EQUAL** marks.

### PART-I (MANAGEMENT)

Q.1. What is organizational culture? Discuss the sources of organization culture.

Q.2. The ability to manage conflict is undoubtedly one of the most important skills a manager needs.
Discuss what kinds of conflicts arise in the organizations and how managers can develop effective conflict resolution skills.

### PART-II (PRINCIPLES OF MARKETING)

Q.3. Discuss the evolution of 'marketing concept'. Compare 'marketing concept' with 'selling concept'.

Q.4. Describe the process of formulation of marketing strategy.

### PART-III (FINANCIAL MANAGEMENT)

Q.5. Explain the following concepts/terms with examples:
- Cash conversion cycle (CCC)
- Book value per share
- Modified internal rate of return (MIRR)
- Yield to maturity (YTM)
- Business Risk Vs. Financial Risk

Q.6. The following data apply to A.L. Kaiser & Company (millions of dollars)
- Cash and marketable securities $100.00
- Fixed assets $283.50
- Sales $1000.00
- Net income $50.00
- Quick ratio 2.0 X
- Current ratio 3.0 X
- Average collection period 40 days
- Return on equity 12%

Kaiser has no preferred stock – only common stock equity, current liabilities and long term debt.

**Required:**

Find Kaiser's
- (1) account receivable (A/R),
- (2) Current liabilities,
- (3) Current assets,
- (4) total assets,
- (5) return on assets (ROA),
- (6) common stock equity, and
- (7) long term debt

## COMPULSORY QUESTION

Q.7. Write only the correct answer in the Answer Books. Do not reproduce the question.

1) Which of the following statements is true?

(a) Decisions in public organizations emphasize political priorities, while decisions in business organizations are rational and apolitical.

(b) Public decision makers, in contrast to their business counterparts, are constrained by administrative procedure that limit managerial authority and autonomy.

(c) It is hard to get high performance out of government employees because, compared to their business counterparts, they are fogy, more security oriented, and less motivated.

(d) None of the above is true.

2) Who has written the famous book, 'Principles of Scientific Management'?

(a) Elten Mayo (b) Henh Fayol

(c) Fredric Taylor (d) Max Weber

(e) None of the above

3) Which of the following cannot be considered as an important dimension on which nation's culture differ?

(a) Individualism Vs. collectivism (b) Power distance

(c) Uncertainty avoidance (d) economic development

4) Market penetration pricing strategy can be pursued in price sensitive market

(a) True (b) False

5) A product can have a combination of physical product and service

(a) True (b) False

6) Vertical marketing system is integration of manufacturing and marketing activities

(a) True (b) False

7) Distribution of free product samples is part of publicity

(a) True (b) False

8) Which of the following is not part of Marketing Mix.

(a) Advertising (b) Personnel Selling

(c) Publicity (d) Sales Promotion

(e) None of the above is part of Marketing Mix

9) Which of the following is not part of product attributes?

(a) Quality (b) Positioning (c) Brand

(d) Packaging (e) None of the above is a product attribute

10) Under monopolistic competition, the market consists of a few sellers who are highly sensitive to each other's pricing and marketing strategies

(a) True (b) False

11) Which of the following statements is not part of theory 'X' assumptions?

(a) Decisions are made in participative manner

(b) Employees inherently dislike work

(c) Employees must be coerced to achieve goals

(d) Employees tend to avoid responsibilities

(e) None of the above is theory 'X assumption