FEDERAL PUBLIC SERVICE COMMISSION

Roll Number

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

BUSINESS ADMINSTRATION

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 **Q. No.** in the **Answer Book** in accordance with **Q. No.** in the **Q. Paper.**
(ii) Attempt **ONLY FOUR** questions from **PART-II**, Selecting **AT LEAST ONE** question from **EACH SECTION. ALL** questions carry **EQUAL** 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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