FEDERAL PUBLIC SERVICE COMMISSION

COMPETITIVE EXAMINATION FOR
RECRUITMENT TO POSTS IN BS-17
UNDER THE FEDERAL GOVERNMENT, 2015

Roll Number

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,** selecting **AT LEAST ONE** question from **EACH SECTION. 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 Simple Calculator is allowed.

PART-II

SECTON –I (MANAGEMENT)

Q. No. 2. Discuss the nature and scope of Management and also discuss functions of the Management. **(20)**

Q. No. 3. What is difference between leader and Manager and identify important approaches to effective leadership? **(20)**

SECTION-II (PRINCIPLES OF MARKETING)

Q. No. 4. Explain what is meant by "the marketing concept" compare this with a product orientation and a sales orientation. **(20)**

Q. No. 5. What is plan, planning and strategic planning and its role in effective marketing management? **(20)**

Q. No. 6. What do you know about MARKETING MIX and how its effect on increasing the sales volume of a company? **(20)**

SECTION-III (FINANCIAL MANAGEMENTS)

Q. No. 7. Discuss the nature and scope of FINANCE and FINANCIAL MANAGEMENT and also its role in financial efficiency. **(20)**

Q. No. 8. What is the importance of port folio Management and describe different types of investment and financial securities? **(20)**

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