FEDERAL PUBLIC SERVICE COMMISSION
COMPETITIVE EXAMINATION-2016
FOR RECRUITMENT TO POSTS IN BS-17
UNDER THE FEDERAL GOVERNMENT

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. 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 Calculator is allowed.**

PART-II

Q. No. 2. Enumerate the important steps you will follow for completing the Strategic Management Process for a Garment Manufacturing Company. **(20)**

Q. No. 3. What are the various types of Pricing? Propose the Pricing Strategy for a new, high quality brand of shoes. **(20)**

Q. No. 4. Discuss the features of the various types of Financial Markets. **(20)**

Q. No. 5. The following data relates to Bright Star Company (millions of Rs.) **(20)**

Cash & equivalents	Rs 100.00
Fixed Assets	283.50
Sales	1000.00
Net Income	50.00
Current Liabilities	105.50
Current Ratio	3.00
Days Sales Outstanding (DSO)	40.55Days
Return on Equity	12.00%

The Company has no Preferred Stocks- only Common Equity, Current Liabilities, Long Term Debt.

(a) Find the Company's
(i) Accounts Receivable (ii) Current Assets (iii) Total Assets
(iv) Return on Total Assets (v) Common Equity (vi) Quick Ratio
(vii) Long term Debt

(b) In part a) you should have found that the Company's Accounts Receivable (A/R) = Rs. 111.1 million. If Bright Star Company reduces its DSO from 40.55 days to 30.4 days, while holding other things constant, how much cash would it generate?

Q. No. 6. Propose a 'Recruitment Yield Pyramid' for a Five Star Hotel. **(20)**

Q. No. 7. Discuss the significance of major 'Supply Chain Drivers' in accomplishing business goals. **(20)**

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