

# FEDERAL PUBLIC SERVICE COMMISSION



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

Roll Number

QuickJobs.pk

### BUSINESS ADMINISTRATION

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

### 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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