

FEDERAL PUBLIC SERVICE COMMISSION



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

Roll Number

BUSINESS ADMINISTRATION

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)
