

**COMPETITIVE EXAMINATION FOR THE POSTS OF PROVINCIAL
MANAGEMENT SERVICES (BPS-17) 2010**

Business Administration

Time Allowed: 03 HOURS

Max. Marks: 100

Note: Attempt ONLY FIVE questions in all by selecting at least ONE question from each part.

Part-I: Management

1. What is 'Scientific Management?' How can it be implemented in public sector service providing offices in Pakistan? (5+15 marks)
2. Explain the process and types of organization. What changes are needed in organizational structure of public sector in Pakistan to make it more efficient? (5+15 marks)
3. Write a detailed note on role of 'emotional intelligence' in leadership. (20 marks)

Part-II: Marketing

4. What do we mean by a company's marketing environment? Critically evaluate the role of company's external macro environmental factors in success or failure of a company. (5+15 marks)
5. Write short notes on the following:
 1. Advertising
 2. Public Relations(10+10 marks)

Part-III: Financial Management

6. Delta motors is considering one of two mutually exclusive projects. Project A requires an initial investment of Rs.200,000 and generates net income of Rs.60,000 every year for the next 5 years. Project B would involve an investment of Rs.300,000 and would return net income of Rs.70,000 every year for the next 8 years.

Required:

Calculate the Net Present Value (NPV) for both the projects.

(20 marks)

7. Write short notes on the following:
 1. Internal Rate of Return (IRR)
 2. Payback Method(10+10 marks)
8. Following is the data for ABC company:
 1. Sales/Total Assets 2.5
 2. Return on Assets 6 %
 3. Return on Equity 9 %
 4. Current Ratio 2:1

Required:

1. Profit Margin
2. Debt Ratio

(10+10 marks)