

KHYBER PAKHTOON KHWA, PUBLIC SERVICE COMMISSION, PESHAWAR

COMPETITIVE EXAMINATION FOR THE POST OF PROVINCIAL MANAGEMENT SERVICES (BPS-17) 2022

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. Compare and contrast the Classical and Behavioral schools of management thought. Explain in detail Maslow's Hierarchy of Needs Theory. (10 + 10 marks)
2. Describe in detail Fred Fiedler's contingency theory of leadership. What are the criticisms against this model of leadership? (15 + 5 marks)
3. Define Change Management with reference to Kurt Lewin's 3-Step Change Model. Discuss factors which impede the change process. (10 + 10 marks)

Part – II: Marketing

4. Write about the key elements of the Marketing Mix. Explain in detail the pros and cons of Advertising versus Public Relations as promotional strategies. (10 + 10 marks)
5. Distinguish between External and Internal Marketing Environment. Write about changes which have taken place in the External Marketing Environment of companies due to COVID 19 pandemic. (10 + 10 marks)

Part – III: Financial Management

6. The working capital of ABC Ltd. has deteriorated in recent years and now stands as under:

Current Assets		Current Liabilities	
	Rs.		Rs.
Inventory	5,60,000	Creditors	4,90,000
Debtors	3,50,000	Bank Loan	2,10,000
Cash	70,000		
	9,80,000		7,00,000

A bank loan of Rs. 50,000 against debtors is under negotiation. Assuming the loan is received, calculate and interpret the current and quick ratios before and after receiving the loan.

7. What are the advantages of the perpetual inventory system over the periodic inventory system? How is Cost of Goods Sold (COGS) calculated in both systems? (10 + 10 marks)
8. Explain the concept of Time Value of Money (TVM). How is Net Present Value (NPV) and Internal Rate of Return (IRR) calculated? (10 + 10 marks)

