

**COMPETITIVE EXAMINATION FOR THE POSTS OF PROVINCIAL  
MANAGEMENT SERVICES (PBS-17) 2018**

**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. How does the management of for-profit organizations differ from the management of not-for-profit organizations? What are the four management functions and how do they interrelate? (10+10 marks)

2. What are programmed and non-programmed decisions? Why do top managers usually tackle the non-programmed decisions? (10+10 marks)

3. What is organizational politics? How does it affect the organization's ability to meet goals? (10+10 marks)

**Part – II: Marketing**

4. What is the difference between a need, a want, and a demand? Describe the need versus the want for product like; Olpers', Nokia, and Colgate? (10+10 marks)

5. Identify and define considerations for evaluating marketing segments for market targeting. What kind of market coverage strategies can be developed? Explain. (10+10 marks)

**Part – III: Financial Management**

6. AMD Company is growing quickly. Dividends are expected to grow at a 32 percent rate for the next three years, with the growth rate falling off to a constant 7 percent thereafter. If the required return is 15 percent and the company just paid a \$2.25 dividend, what is the current share price? (20 marks)

7. Write the short notes on the following:

1. Du pont identity.
2. Time value of money. (10+10 marks)

8. Diamond Inc. has net working capital of \$1,050, current liabilities of \$4,300, and inventory of \$1,300.

- A. What is the current ratio?
- B. What is the Quick ratio? (10+10 marks)