



**FEDERAL PUBLIC SERVICE COMMISSION**  
**COMPETITIVE EXAMINATION-2017**  
**FOR RECRUITMENT TO POSTS IN BS-17**  
**UNDER THE FEDERAL GOVERNMENT**  
**BUSINESS ADMINISTRATION**

Roll Number

<b>TIME ALLOWED: THREE HOURS</b>	<b>PART-I (MCQS)</b>	<b>MAXIMUM MARKS = 20</b>
<b>PART-I(MCQS): MAXIMUM 30 MINUTES</b>	<b>PART-II</b>	<b>MAXIMUM MARKS = 80</b>

**NOTE: (i) Part-II is to be attempted on the separate Answer Book.**  
**(ii) Attempt ONLY FOUR questions from PART-II. ALL questions carry EQUAL marks.**  
**(iii) All the parts (if any) of each Question must be attempted at one place instead of at different places.**  
**(iv) Candidate must write Q. No. in the Answer Book in accordance with Q. No. in the Q.Paper.**  
**(v) No Page/Space be left blank between the answers. All the blank pages of Answer Book must be crossed.**  
**(vi) Extra attempt of any question or any part of the attempted question will not be considered.**  
**(vii) Use of Calculator is allowed.**

**PART-II**

- Q. No. 2.** What does a company need to do to achieve strategic fit between the supply chain and competitive strategies? **(20)**
- Q. No. 3.** Describe how marketing strategies change during product life cycle. Also identify and discuss some potential problems with the product life cycle. **(20)**
- Q. No. 4.** There are several basic techniques managers use for appraising the performance of employees. Discuss these techniques. **(20)**
- Q. No. 5.** A manager who really wants to approach a decision rationally and logically should try to follow the steps in rational decision making. Discuss these steps with examples. **(20)**
- Q. No. 6.** (a) A successful strategy requires determining the firm's Critical Success Factors (CSF) and core competencies. Discuss how a manager of pharmaceutical firm can align core competencies with CSF. **(10)**
- (b) How an operation manager can manage demand of a product in the light of available capacity? **(10) (20)**
- Q. No. 7.** The following data relates to ABC Company **(20)**

<b><u>Income statement</u></b>	
Sales	Rs. 500,000
Cost of goods sold	300,000
Operating expenses	60,000
Interest expenses	10,000
Income tax expenses	40,000
Net income	90,000
<b><u>Balance sheet</u></b>	
<b><u>Assets</u></b>	
Cash	Rs 10,000
Accounts receivable	15,000
Inventory	20,000
Equipment	455,000
<b>Total:</b>	<b>500,000</b>
<b><u>Liabilities</u></b>	
Accounts payable	Rs 12,000
Long-term notes payable	48,000
Shareholder's equity:	
Capital stock	300,000