



**FEDERAL PUBLIC SERVICE COMMISSION
SPECIAL COMPETITIVE EXAMINATION-2023 FOR
RECRUITMENT TO POSTS IN BS-17 UNDER THE FEDERAL
GOVERNMENT**

Roll Number

BUSINESS ADMINISTRATION

TIME ALLOWED: THREE HOURS	(PART-I MCQs) MAXIMUM MARKS: 20
PART-I (MCQs) : MAXIMUM 30 MINUTES	(PART-II) MAXIMUM MARKS: 80
NOTE: (i) First attempt PART-I (MCQs) on separate OMR Answer Sheet which shall be taken back after 30 minutes.	
(ii) Overwriting/cutting of the options/answers will not be given credit.	
(iii) There is no negative marking. All MCQs must be attempted.	

PART-I (MCQs)(COMPULSORY)

Q.1. (i) Select the best option/answer and fill in the appropriate Box on the OMR Answer Sheet.(20x1=20)
(ii) Answers given anywhere else, other than OMR Answer Sheet, will not be considered.

1. **The responsibility of the operations manager includes:**
(A) Planning, organizing, staffing, leading, and controlling. (B) Designing and operating.
(C) Planning, organizing, staffing, procuring, and reviewing. (D) None of these
2. **Stability strategy is a _____ strategy.**
(A) Corporate Level (B) Business Level (C) Strategic Level (D) None of these
3. **Which of the following statement is false?**
(A) Organizations are now less hierarchical in nature.
(B) Organizations are now generally focusing upon domestic rather than international matters.
(C) Organizations have adopted more flexible norms. (D) None of these
4. **Job Characteristics Model is proposed by:**
(A) Hockman and Coldham (B) Hockman and Oldcham (C) Hackman and Oldham (D) None of these
5. **The prime objective of Financial Manager is:**
(A) Profit Maximization. (B) Shareholder's wealth maximization.
(C) Ensuring financial discipline in the firm. (D) None of these
6. _____ **of the firm is the result of trade-off between risk and return.**
(A) The Face Value (B) The Book Value (C) The Market Value (D) None of these
7. _____ **is a form of security which is also known as variable income security.**
(A) Bonds (B) Ordinary Shares (C) Preference Shares (D) None of these
8. **If a company issues bonus shares to its shareholders then the debt equity ratio will:**
(A) Remain Unchanged (B) Decline (C) Improve (D) None of these
9. _____ **form of market efficiency states that current prices fully reflect the historical sequence of prices.**
(A) Weak (B) Semi-Strong (C) Strong (D) None of these
10. _____ **is the minimum required rate of earnings or the cut off rate of capital expenditure.**
(A) Cost of Capital (B) Working Capital (C) Equity Capital (D) None of these
11. _____ **is the first step in capital budgeting process.**
(A) Screening the proposal (B) Implementing the proposal (C) Analyzing the proposal (D) None of these
12. **Security of assets is determining factor for using:**
(A) Cost of Capital (B) Debt Capital (C) Equity Capital (D) None of these
13. **Which of the following observations concerning a "reference price" is true?**
(A) Reference price is the company's cost to produce the product.
(B) Reference price is set by regulators.
(C) Demand may increase if a firm's price is lower than a customer's reference price. (D) None of these
14. **Budgeting for promotion expenditures by computing a percentage of past or expected sales:**
(A) Is the most common method of setting the promotion budget. (B) Is a complex method of budgeting.
(C) Will increase promotional expenditures when business is poor. (D) None of these
15. **Regarding promotion blends, which of the following statements is True?**
(A) Consumer products producers should rely almost completely on personal selling in the market maturity stage.
(B) Reminding becomes important in the market introduction stage.
(C) More targeted promotion is needed during the sales decline stage of the product life cycle.
(D) None of these
16. **The "total cost approach" to physical distribution management:**
(A) Seeks to eliminate the storing function. (B) Seeks to minimize the cost of transportation.
(C) Might suggest a high-cost transporting mode if storing costs could be reduced enough to lower total distribution costs. (D) None of these
17. **For coordinating logistics activities among firms, which of the following statements is True?**
(A) Wholesalers in the channel should coordinate storage activities.
(B) Competitive firms usually share logistics coordination similarly.
(C) Retailers in the channel should coordinate transportation activities. (D) None of these

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18. **Just-in-time (JIT) delivery:**
 (A) Is always the best approach. (B) Reduces customers' physical distribution costs.
 (C) Requires customers to have high quality standards in physical distribution activity. (D) None of these
19. **In international markets, a firm can sell its management and marketing know-how while letting locals own the production and distribution facilities by using**
 (A) Exporting. (B) Joint venturing (C) Management contracting (D) None of these
20. **Which of the following statements about the cost and value of information is False?**
 (A) Managers rarely get all the information they would like to have.
 (B) Money may be wasted if a manager ignores the facts revealed in a marketing research study and bases his/her decisions on guesswork.
 (C) The cost of gathering additional information is always justified by its value. (D) None of these

PART-II

TIME ALLOWED: THREE HOURS	PART-I (MCQS)	MAXIMUM MARKS = 20
PART-I(MCQS): MAXIMUM 30 MINUTES	PART-II	MAXIMUM MARKS = 80
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) 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 question will not be considered.		

- Q. No. 2.** Explain why segmentation efforts based on attempts to divide the mass market, using a few demographic dimensions, may be very disappointing? **(20)**
- Q. No. 3.** How should the acceptance of a profit-oriented, a sales-oriented, or a status quo-oriented pricing objective affect the development of a company's marketing strategy? Elaborate with reference to all these objectives. **(20)**
- Q. No. 4.** How do you feel about having management responsibilities in today's world, characterized by uncertainty, ambiguity, and sudden changes or threats from the environment? Describe some skills and competencies that you think are important to managers working in these conditions. **(20)**
- Q. No. 5.** What items are typically included in the job description? In a company with only 25 employees, is there less need for job descriptions? Why or why not? **(20)**
- Q. No. 6.** Define impasse, mediation, and strike, and explain the techniques that are used to overcome an impasse. **(20)**
- Q. No. 7.** A firm desires to maintain a certain portion of its marketable securities portfolio to meet unforeseen cash needs. Would commercial paper or Treasury bills be better suited as short-term investments in this ready cash segment? Why? **(20)**
- Q. No. 8.** Which financial ratios would you be most likely to consult if you were the following? Why? **(A)** A banker considering the financing of seasonal inventory, **(B)** A wealthy equity investor **(C)** The manager of a pension fund considering the purchase of a firm's bonds **(D)** The president of a consumer products firm. **(20)**
