

**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)