

# KHYBER PAKHTUNKHWA, PUBLIC SERVICE COMMISSION

## COMPETITIVE EXAMINATIONS FOR THE POSTS OF PROVINCIAL MANAGEMENT SERVICES (BPS-17) 2013

### Business Administration

TIME ALLOWED: 03 HOURS

MAXIMUM MARKS: 100

Note: Attempt ONLY FIVE questions in all by selecting at least ONE question from each part.

#### Part-I: Management

1. Compare Fredrick Taylor's "Scientific Management" with Max Weber's "Ideal Bureaucracy". Which of these approaches should be adopted in public sector organizations of Pakistan and why? (10+10 marks)
2. Which steps should a manager follow when developing formal plans using MBO process? What are some of the limitations of formal planning? (15+5 marks)
3. Write in detail about the "Control Process" in management. Discuss the importance of controlling in improvement of service delivery in public sector offices of Pakistan. (10+10 marks)

#### Part-II: Marketing

1. Discuss the different concepts of marketing management. Explain which of these concepts is most relevant within public sector organizations of Pakistan. (10+5 marks)
2. Discuss 4 P's of the "Marketing Mix". How can an organization implement an effective marketing program based on these elements? (10+5 marks)
3. What is meant by "Public Relations (PR)"? How can PR be used most effectively by public sector managers in Pakistan? (5+10 marks)

#### Part-III: Financial Management

1. Make a table showing repayment schedule of principal and interest when a loan of \$22,000 at 12 percent compound interest rate has to be fully paid off in 6 years. What is the annual payment which will have to be made to amortize this loan in 6 years?  
(The Discount factor for a six-year annuity with a 12 per cent interest rate is 4.111) (10+5 marks)
2. Discuss Liquidity, Leverage and Profitability ratios. What are the advantages and disadvantages of using financial ratios for analysis of financial statements? (10+10 marks)