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A Level Chemistry Past Papers

PUNJAB PUBLIC SERVICE COMMISSION COMBINED COMPETITIVE EXAMINATION FOR RECRUITMENT TO THE POSTS OF PROVINCIAL MANAGEMENT SERVICE, ETC. - 2015

SUBJECT: BUSINESS ADMINISTRATION (PAPER-I)

TIME ALLOWED: THREE HOURS MAXIMUM MARKS: 100

Note: Attempt any FIVE questions. All responses must be in English.

- Q.1. Discuss how Globalization and technological advancement effect today's businesses. Can Pakistan choose its trading partners?
- Q.2. Explain the elements of Macro-environment of a company. Discuss how these elements can influence the strategic decisions of a company.
- Q.3. Describe Michael Porter's Five Competitive Forces that effect the immediate environment of an organization. Discuss how this model helps in the strategic planning process of organizations.
- Q.4. Define the term strategy. Describe different types of corporate level strategies. Discuss how companies can achieve competitive advantage through business strategy.
- Q.5. Explain Matrix Structure. Discuss its merits and demerits. Keeping in mind the uniqueness of this organizational structure suggest guidelines for the managers for effective Matrix Management.
- Q.6. Discuss how environmental, strategic and technological factors affect the design of organizations.
- Q.7. Explain Hackman and Oldham Model of Job Enrichment. Discuss ways to design jobs that motivate employees and enhance their performance.
- Q.8. Explain the concept of Transformational Leadership. How do Transformational leaders differ from Transactional leaders?
- Q.9. What is Job Analysis? How is Job Analysis linked to all the basic Humana Resource Management activities?
- Q.10. Why do organizations experience resistance to change? What steps managers can take to overcome this resistance?

PUNJAB PUBLIC SERVICE COMMISSION COMBINED COMPETITIVE EXAMINATION FOR RECRUITMENT TO THE POSTS OF PROVINCIAL MANAGEMENT SERVICE, ETC. - 2015

SUBJECT: BUSINESS ADMINISTRATION (PAPER-II)

TIME ALLOWED: THREE HOURS MAXIMUM MARKS: 100

PART-I (Marketing)

Attempt any four questions. Question No. 1 is compulsory.

- Q.1. Elaborate upon the concept of marketing mix with a special focus on all 4 Ps (Product, Price, Place, Promotion).
- Q.2. What is marketing strategy? Elaborate upon segmentation, targeting, positioning and differentiation of an FMCG (Fast Moving Consumer Goods) product (Juices).
- Q.3. Discuss in detail the promotion mix and its components. Design an integrated communication plan for a telecommunication company.
- Q.4. Write a note on retailing and wholesaling with a special focus on designing and levels, with examples.
- Q.5. Discuss in detail the process of product development. Also explain the concepts of branding and product line with examples.

PART-II (Financial Management)

Attempt any four questions. Question No. 6 is compulsory.

- Q.6. Zain Industries is in the process of choosing the better of two mutually exclusive capital expenditure projects namely M and N. The relevant cash flows for each project are given below. The firm's cost of capital is 16 percent. (present value interest factor annuity at 16% is 3.274).

	Project M	Project N	Present value interest factor at 16%
Initial investment	Rs. 40,000	Rs. 40,000	
Year	Cash in flows	Cash in flows	
1	Rs. 13,000	Rs. 19,000	0.862
2	Rs. 13,000	Rs. 16,000	0.743
3	Rs. 13,000	Rs. 13,000	0.641
4	Rs. 13,000	Rs. 10,000	0.552
5	Rs. 13,000	Rs. 7,000	0.476

- (a) Calculate each project's Payback Period.
- (b) Calculate the Net Present Value (NPV) for each project.
- (c) Calculate the Profitability Index (PI) for each project.
- (d) Based on above calculations and decision criteria for each technique which project would you recommend?
- Q.7. Sahir Company produces toy balls and sells 400,000 balls a year. Each ball produced has a variable cost of Rs. 0.84 and sells for Rs. 1.00. Fixed operating costs are Rs. 28,000. The firm has annual interest charges of Rs. 6,000, preferred dividends of Rs. 2,000 and a 40 percent tax rate.
- (a) Calculate the operating break-even point in units.
- (b) Use the degree of operating leverage (DOL) formula to calculate DOL.
- (c) Use the degree of financial leverage (DFL) formula to calculate DFL.
- (d) Use the degree of total leverage (DTL) formula to calculate DTL.

- Q.8. Saeed Corporation is interested in measuring its overall cost of capital. Current investigation has gathered the following data. The firm is in 40 percent tax bracket.

Debt: The firm can raise an unlimited amount of debt by selling Rs. 1,000 par value, 8 percent coupon rate, 20-years bonds on which annual interest payments will be made. To sell the issue, an average discount of Rs. 30 per bond must be given. The firm also pays flotation costs of Rs. 30 per bond. (present value factor at 9%: 0.178, percent value interest factor annuity at 9%: 9.129).

Preferred Stock: The firm can sell 8 percent (annual dividend) preferred stock at its Rs. 95-per share par value. The flotation costs are expected to be Rs. 5 per share. An unlimited amount of preferred stock can be sold under these terms.

Common Stock: The firm's common stock has a par value of Rs. 90 per share. The firm expects to pay cash dividend of Rs. 7 per share next year. The firm's dividends have been growing at an annual rate of 6 percent and this rate is expected to continue in future. The stock will have to be under-priced by Rs. 7 per share and flotation costs are expected to be Rs. 5 per share. An unlimited amount of common stock can be sold under these terms

Source of Capital	Weight
Long-term debt	30%
Preferred Stock	20
Common Stock	50
Total	100%

- (a) Calculate the specific cost of each source of financing.
- (b) Calculate the weighted average cost of capital (WACC) for the firm based on the above capital structure.
- Q.9. Use the following financial statements to calculate
- (a) Current Ratio
- (b) Average Collection Period
- (c) Debt-Equity Ratio
- (d) Times Interest Earned
- (e) Return on Total Assets
- There are 365 days in a year.

Skynet Manufacturing Company Income Statement For the Year Ended December 31, 2014

Sales revenue	Rs. 600,000
Less: Cost of goods sold	460,000
Gross profits	Rs. 140,000
Less: Operating expenses	60,000
Operating profits (EBIT)	Rs. 80,000
Less: Interest expense	10,000
Net profits before taxes (EBT)	Rs. 70,000
Less: taxes	27,100
Net profits after taxes (Earnings available for common stockholders)	Rs. 42,900

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