

## Exam 2018

Time: 3 Hrs.

Full Marks: 60

### Group 'A'

#### Brief Answer Questions:

[10×1=10]

1. What is relationship marketing?
2. Differentiate between proactive and reactive marketing.
3. Mention the process of marketing research.
4. Point out any four factors influencing consumer buying decision.
5. Mention the process of market segmentation.
6. What is brand equity?
7. What are the characteristics of service product?
8. What is market penetration pricing?
9. List down any four channel selection factors.
10. Mention the methods of direct marketing.

### Group 'B'

#### Short Answer Questions:

[6×5=30]

11. State and explain the components of marketing mix.
12. Explain the global consumer movements and consumer protection.
13. Explain new product development process.
14. Briefly explain any two pricing approaches.
15. Describe the channel structure for consumer products.
16. Explain the objectives of public relations.

### Group 'C'

#### Comprehensive Answer Questions:

[4×5=20]

17. Read the following case carefully and answer the questions given below.  
With the rise of modern, individualistic and sophisticated life, Nepalese people started to search instantly usable product to save their time and effort. Instant product development is one of the challenges to the Nepalese industries.  
Nepal's instant noodles production began in the early 1980s when Pokhara-based Gandaki Noodles stepped into a virgin market with Rara. But it is the entry of big business houses like Chaudhary (with Wai Wai) and Khetan (Mayos) that has changed the face of this Rs. 1250 million market.



For years Wai Wai remained ahead despite a premium of Rs. 11 per packet it charged, while the rest sold at lower prices. But with Mayos, the scenario has changed. For the first time, Wai Wai faced a competitor that is confident of selling at the same price. Retaining control is a matter of pride for the Chaudhary Group, having dominated the market share for so long with a 50 percent share. In fact, it is believed that a large part of the Chaudhary Group's revenue comes from Wai Wai.

The Chaudhary Group then planned to expand its sales throughout the India to corner a 33 percent share of India's 13000 tone annual market. However, a new Indian rule requiring quality certification of each consignment had posed a problem for noodle exports. Despite a 20 percent annual growth rate, the noodles industry still runs on credit. Wholesalers thus play an important role in a pushing business. Those who can provide the maximum credit to the sellers can only have the big market.

#### Questions:

- Assess the position of Instant noodle market in Nepal.
- Explain the product expansion strategy of Chaudhary Group.
- Which product expansion strategy is applicable in Chaudhary Group? Justify.
- What sort of brand positioning do you think would be appropriate for Wai Wai noodles? Explain.

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Full Marks: 60

#### Group 'A'

[10×1=10]

#### Brief Answer Questions:

- What is green marketing?
- State the features of marketing environment.
- Point out the approaches of pricing.
- Distinguish between reactive and proactive marketing.
- State the components marketing mix.
- State the organizational buying process.
- What is branding?
- Write any four functions packaging.
- Write the components of physical distribution function.
- Differentiate the advertising and publicity.

#### Group 'B'

#### Short Answer Questions:

[6×5=30]

- State and explain the techniques of sales promotions.
- Explain the components of holistic marketing concept.



13. Explain the product lifecycle strategies in the maturity and decline stages.
14. Explain the different components of marketing information system.
15. State and explain the factors to be considered in the selection of distribution channel.
16. What are segmentation variables of organizational market? Explain.

**Group 'C'**

**Comprehensive Answer Questions:**

[4×5=20]

17. Read the following case carefully and answer the questions given below:

The most popular name when it comes to shopping malls in Nepal has been that super market. Min Bahadur Gurung gets all the credit for bringing us an international standard one-stop shopping centre. And behind this mega successful store lies a history that tells us how one can start from a scratch and reach heights of success if the right ambition and determination is there.

It all happened in 1984 when Gurung, who originally hailed from Khotang, decided to open a small cold store in order to earn living. He was doing a job in Nepal Bank. He thought of opening a store that his wife could look after. Bhat-Bhateni cold store started in a small rented room. The shop was opened in this particular locality after much research as it was posh area with lots of embassies and residence.

Gurung at one point visited Hong Kong and decided to bring grocery stores like the ones there to Nepal at affordable prices for all people. From then till now, Bhat-Bhateni Superstore has become the largest taxpayer in the retail sector in Nepal.

Bhat-Bhateni Supermarket and Departmental Store has now become a brand of its own with an excellent reputation. It now occupies four floors with a wide range of products and services. In the main building, the ground floor has grocery items, cosmetics and toiletries while the first floor has kitchenware and electronics. The second floor has exclusive readymade garments for men, women and kids whereas the third floor has an assortment of sarees, shoes, luggage and blankets.

On the premises of Supermarket there are other stores like a jewelry store, a perfume and watch store, bakery, an ice-cream parlor, cyber cafe, laundry store, fresh vegetable store and other store for flowers and gift items. It makes sure that every single product in the store is of optimum quality and has the best price.

Its mantra is "Customer is God" and its basic marketing strategy is customer satisfaction. This policy is the major factor behind its success.

Bhat-Bhateni Supermarket introduces discounts and schemes time and again to keep customer happy and satisfied. Through marketing policy,



the message put across is that the products have excellent quality and 100 percent guarantee on prices.

Bhat-Bhateni Supermarket caters to customers from all segments of society, be it expatriates', locals and tourists and believes in giving the best customer service possible. This store in fact was the first to have an elevator and plans to introduce many new ideas in the upcoming projects. The store has a team of people who select the best products from all over the world and make sure that only the best is found in the store.

Gurung has opened many branches in Kathmandu with bigger parking space with more than 100,000 square feet area and one branch in Pokhara. It has plan to open branches in others parts of Nepal.

Bhat-Bhateni Supermarket has certainly proved to be a dream worth lived and a small worth the money spent. With the best in quality and the best in pricing, Bhat-Bhateni Supermarket is certainly the pioneer shopping mall of the country.

#### Questions:

- a. Explain the product mix of Bhat-Bhateni store.
- b. What factors are responsible for the success of Bhat-Bhateni store? Explain.
- c. What are the strengths and weaknesses of Bhat-Bhateni store? Explain.
- d. What future course should Mr. Gurung take for Bhat-Bhateni store? Mention.



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**Group 'A'****Brief Answer Questions:****[10×1=10]**

1. List down the factors within perceiver that influences perception.
2. How is homeostasis related to motivation?
3. Comment on importance psychodynamic perspective to study psychology.
4. Clarify the concept of locus of control.
5. Mention about method of approximation.
6. How can a manager benefit from empathetic skill? Mention in brief.
7. After surviving a dangerous accident, Sohan is unable to recall past memories before the accident. What kind of forgetting is it?
8. What is spatial intelligence?
9. Differentiate between convergent and divergent thinking.
10. Briefly mention why Milgram's experiment on obedience was infamous?

**Group 'B'****Short Answer Questions****[6×5=30]**

11. Explain what information processing model of memory tell about memory formation.
12. Can creativity can be learned? Discuss your ideas with the reference of confluence approach to creativity.
13. Howard Gardner says 'It's not how smart you are that matters, what really counts is how you are smart'. Elaborate his saying on the basis of theory of multiple intelligence.
14. Prejudice is the root cause of all evil in society. Why does it happen? Can it be ever eliminated?
15. Discuss how arousal theory contradicts to drive theory in explaining motivation.
16. How would you conduct a research if you were to collect opinion of teenagers towards smoking? Describe.



17. Read the following case carefully and answer the questions given below:

John B. Watson and Rosalie Rayner showed how conditioning could be used on a human infant. Watson and Rayner presented Albert (a well-adjusted 9-month-old) with many objects, including a rat, blocks, a rabbit, a dog, a monkey, masks with and without hair, cotton, wool and burning newspapers. Albert showed no fear of any of these objects -- they were all neutral stimuli for the fear response. Watson and Rayner decided that, when Albert was 11 months old, they would attempt to condition him to fear rats. They began by placing a furry white rat in front of him. Albert would reach out to touch it, and each time he did, one of Watson's assistants would strike a metal bar with a hammer behind Albert. The first time the metal bar was struck; Albert fell forward and buried his head in a pillow. The next time he reached for the rat and the bar was struck, Albert began to whimper. The noise, the unconditioned stimulus, brought about a naturally unconditioned response, fear. After only a few such pairings, the rat became a conditioned stimulus that elicited a conditioned response, fear.

Five days after Watson and Rayner conditioned Albert to fear rats, they presented him with blocks, a rabbit, a rat and a dog, each alone. They also showed him a number of other stimuli, including a Santa Claus mask. Albert reacted fearfully to all but the blocks. His conditioned fear response generalized to include the rabbit and all of the white furry objects he was shown, but not to any dissimilar toys.

#### Questions:

- What type of conditioning was Little Albert subjected to? Explain.
- What principles of conditioning is applicable in the case of Albert?
- Can conditioning be regarded as learning? Why?
- After Albert was conditioned to fear rabbit and all of the white furry objects, what could be done so that the conditioned response could be minimized?

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#### Group 'A'

#### Brief Answer Questions:

[10× 1=10]

- Clarify the concept of S-O-R paradigm.
- Birds flying in the same direction appear as a group. Explain how gestalt's principle explains this phenomenon.
- Why 'need for achievement' is secondary motive?
- Give an example of application of emotional labour in organization.
- Differentiate between recall and recognition.



6. What is the importance of images in thinking?
7. Dinesh gets confused while speaking English after learning Spanish. What is this type of interference called?
8. What is practical intelligence in Sternberg's triarchic theory?
9. List down the factors that shapes attitude of a person.
10. What do you understand by overt and covert behaviour?

#### Group 'B'

#### Short Answer Questions:

[6×5=30]

11. Explain how goal setting theory be used for motivating people.
12. What is the importance of Stanley Milgram's research in obedience in understanding human behaviour.
13. Studies suggest watching violent movies elicits aggressive behaviour in children. Discuss this issue in the light of social learning theory.
14. What factors influence creativity? Can creativity be improved?
15. Gardner suggested that there are multiple types of intelligence. Explain his contribution in explaining intelligence.
16. What types of people are successful according to The Big Five Model?

#### Group 'C'

#### Comprehensive Answer Questions

[4×5=20]

17. Read the following case carefully and answer the questions given below:

In 1953 a man, known by the initials H.M., underwent major surgery in an effort to cease or minimize the occurrence of epileptic seizures. The doctors chose to remove the hippocampus. Knowledge regarding the function of the hippocampus, however, was limited at that time.

The surgery proved quite effective in decreasing the frequency and severity of the seizures. In fact, preliminary tests showed that H.M.'s IQ had risen slightly because he now could better concentrate on tasks. As time passed, doctors detected an unforeseen and devastating result of the surgery- H.M. had lost the ability to store new long-term memories. Although he could remember events that occurred before the operation, H.M. could no longer retain information about events occurring after the surgery. Amazingly, he could still read, carry on conversations, and solve problems. He could recall information he learned five to ten minutes beforehand, but H.M.'s brain could not transfer that short-term information into long-term memory.

Doctors tested H.M. by presenting him with information, distracting him momentarily, and then asking him to recall the information first discussed. H.M. was unable to learn sequences of digits beyond the usual short-term memory span of seven digits. Likewise, H.M. could not recognize the photographs of people shown and described to him just a short time earlier. Interestingly, H.M. demonstrated that he could learn difficult motor skills such as solving puzzles. Although H.M. clearly



demonstrated skill in completing these activities, he reported never to have learned the activities. This implied that H.M. could learn new motor abilities even though he could not retain new long-term memories.

### Questions:

- a. Explain what information processing model of memory suggest about the role of short-term memory in the formation of long-term memory.
- b. What type of amnesia is H.M. experiencing in the above mentioned case?
- c. Explain the types of long-term memory that are affected due to amnesia with the reference of H.M.'s case.
- d. Explain what perspectives of psychology are used to study memory and forgetting in the above mentioned case.



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## Group 'A'

Brief Answer Questions:

[10× 1=10]

1. What do you understand by the notion of 'no consideration no contract'?
2. Why a minor is regarded as an incapable person to enter contract?
3. Distinguish between void and voidable contract.
4. List out two differences between Substantive Law and Procedural Law.
5. Rajan promises his wife Padmawati to give her pocket money of Rs. 3,000 per month. After six months, he stops making the payment. Can Padmawati claim damages from Rajan? *against public morality contract invalid*
6. What is quasi-contract? *taxa nuteow baseyleu bhaye realimoney pauthe*



7. David agrees to let his flat to Katie for the use as a gambling den on a monthly rent of Rs. 50,000. After 5 months, Katie stops making the payment of rent. Advise David whether he is entitled to recover the rent from Katie?
8. A and B are standing on the opposite banks of a river. A shouts offering to sell his car to B for Rs. 5,00,000. B hears the offer and shouts back that he accepts it. Unfortunately at that precise moment, low flying aircraft passes by and B's acceptance is not heard by A because of noise. Is there a binding contract between A and B?
9. A writes to B offering to sell certain property at a stated price. B in ignorance of offer made by A, writes to A offering to buy the same property at the same price. The letter crossed in the post. Can A bind B to buy the property?
10. Common carrier has to carry goods indiscriminately. Write four cases when it can refuse to carry goods.

#### Group 'B'

#### Short Answer Questions:

[6×5=30]

11. What do you mean by business law? Explain its sources in Nepalese Business Law.
12. What do you understand by the term 'quasi contract'? Explain the provisions prescribed by the Nepalese law of contract in this respect.
13. What do you understand by the term 'condition' in contract of sale of goods? How can you differentiate between 'condition' and 'warranty'?
14. What is breach of contract? What are the legal remedies for breach of a contract?
15. What do you mean by performance? Explain who can demand performance of contract?
16. Define the contract of affreightment? Distinguish between 'Charter party' and 'Bill of Lading'.

#### Group 'C'

#### Comprehensive Answer Questions

[4×5=20]

17. a. Dr. Manoj and Dr. Sanjaya entered into a partnership contract to run a clinic in Kathmandu. The agreement between them provides that any of them should not practice as a doctor in Kathmandu within the period of two years, and if did so, he should pay Rs. 1,00,000 to another as compensation. But, immediately after six months, Dr. Manoj began to practice as a doctor by next door to the clinic. Dr. Sanjaya, thereupon, sued Dr. Manoj for compensation for the breach of contract between them. If you were a lawyer of Dr. Sanjaya, advise in the following issues:
  - i. What is the legality of this agreement? [2.5]
  - ii. Whether Dr. Manoj is bound to pay compensation to Dr. Sanjaya for the breach of contract? [2.5]



- b. Janata Jewel store delivers a golden necklace to Yamuna on the basis of 'sale or return' condition for three days. Both the parties agree that 'the ownership will pass after notice of acceptance'. The second day Yamuna sells the necklace to Ganga who buys that Jewel on good-faith. But, Yamuna has neither given notice of acceptance nor price to the Janata Jewel store.

Answer following questions with reason:

- i. Whether contract between Janata jewel store and Yamuna valid? [2.5]
- ii. Whether Ganga acquires ownership of the Jewel? [2.5]

- 18.a. Lila was shopping in a self-service supermarket. She picked-up a bottle of cooking oil from a shelf and was examining it the bottle exploded in her hands suddenly. She sued P, the producer company which had bottled the oil, to recover compensation for the breach of condition arising from the contract sale of goods.

*Condition  
or warranty  
by*

Answer with reason: ~~breach of warranty~~  
~~can claim~~

- i. If the agreement of employment is valid? [2.5]
  - ii. What would be your suggestion as a lawyer to the producer company in this case? [2.5]
- b. X has delivered a tiger to the Railway for carriage. The cage of the tiger suddenly breaks by the jolts received during the journey and the tiger escapes and reached the area of a farmland. The tiger kills a bullock belonging to Y, a farmer and was immediately shot dead by the security officials of the Railway Administration. Who is responsible for the deaths of these two animals answer with reason? [5]



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### Group 'A'

Brief Answer Questions:

[10× 1=10]

1. What do you understand by the term 'Contract'?
2. Point out two distinctions between 'sale' and 'agreement to sell'.
3. 'X', a porter takes a luggage of 'Y', one of the passengers to the taxi in airport without being asked by 'Y' to do so. 'Y', does not make any attempt to stop 'X' from taking the goods. Is 'Y' bound to make payment to 'X'? *Quasi contract, connect with gratuitous and non-gratuitous.*
4. What do you mean by the term 'Caveat Emptor'?
5. 'A', agrees to let his flat to 'B' on rent for the marijuana packaging business on a monthly rent of Rs. 50,000. After 5 months, 'B' stops the payment of rent. If 'A' can recover the rent?
6. What do you mean by sources of business law? Which one you consider as an important source?



7. 'X', invites 'Y' for dinner. 'Y' accepts the invitation but fails to turn up. Can 'X' sue 'Y' for the damage? *It's not a contract*
8. What do you mean by public carrier?
9. 'X' supplied rice and vegetables to the children of 'y', a lunatic. As an unpaid seller, can 'x' proceed against 'Y' for the payment of the supplied goods?
10. What is 'Quasi Contract'?

### Group 'B'

[6×5=30]

#### Short Answer Questions:

11. Define 'Valid Contract'. Explain five major essential elements of a valid contract.
12. 'A contract without consideration is not valid.' Explain this statement with its exceptions.
13. What do you mean by 'competent parties' to a contract? Explain the five natures of contract made with a minor.
14. Who is an 'agent'? Explain duties of an agent.
15. What do you mean by 'conditions' in a contract of sale of goods? Explain five major implied conditions in a sale of goods contract.
16. What do you mean by insolvency of a company? Explain the power and functions of a liquidator.

### Group "C"

[4×5=20]

#### Comprehensive Answer Questions:

17. (a) Amar, a minor falsely representing his age, enters into an agreement to sell his property to Ram and receives from him as price a sum of Rs. 1,000,000 in advance. Out of this sum, Amar purchased a car for Rs. 600,000 and spends the rest on a pleasure trip to Bangkok. After attaining the age of majority of Amar, Ram sued him for the conveyance of the property or for the refund of Rs. 1,000,000 and damages.
  - i. If the agreement made between Amar and Ram is valid? [2.5]
  - ii. If the claim made by Ram could succeed? Discuss. [2.5]
- (b) 'D', a carrier, discovered that a consignment of tomatoes owned by 'E', has deteriorated badly before the destination has been reached. He therefore sold the tomatoes. E, now sued 'D', the carrier for recovering damages, but 'D', claimed that he was the agent by necessity.
  - i. If the claim made by 'D' is valid under the principle of agency contract? [2.5]
  - ii. Whether E is entitlee to bring action against the carrier 'D'? [2.5]
18. (a) 'A', a Madras based doctor, employed another doctor 'B', as an assistant for a period of three years on a salary of Rs. 100,000 per month. The agreement between 'A' and 'B' provided that after the



ii) void contract baki sauney contractual  
liability unlawful humn

MGT 204: BUSINESS LAW

25

termination of his employment B should not practice as a doctor in Madras within a radius of one kilometer of his dispensary for a period of one year, and if B did so, B should pay Rs. 200,000 to A as 'damages'. Immediately after the termination of his employment, 'B' began to practice as a doctor next door to A's dispensary. 'A' sued 'B' for the recovery of Rs. 200,000 as per the terms of employment.

- i. If the agreement of employment is valid? [2.5]
- ii. Whether the damage claimed by 'A' is valid? [2.5]

(b) Kajol, a singer enters into a contract with Ajay a theater manager, to perform twice a week for two months in his theater. Ajay promised to pay Rs. 15,000 per performance. Kajol, after sixth performance remained absent willingly.

- i. Explain the nature of breach of contract in this case. [2.5]
- ii. What remedies are available to Ajay in the given situation? [2.5]



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## Group 'A'

### Brief Answer Questions:

[10× 1=10]

1. Define environmental scanning.
2. What is capital market reforms?
3. Enlist any two objectives of monetary policy of Nepal.
4. Provide any three notable features of current labour act of Nepal.
5. What is meant by 'political philosophy'?
6. What do you mean by nuclear family?
7. State the various levels of technology adopted by Nepalese businesses.
8. Give the full form of SAPTA, SAFTA and BIMSTEC.
9. State any three opportunities for Nepalese business after having membership in WTO.
10. Enlist two major roles of executive system of Nepal.



## Group 'B'

### Short Answer Questions:

[6×5=30]

1. Discuss the various techniques of environmental scanning.
2. Discuss the monetary policy measures announced by Nepal Rastra Bank in 2018.
3. What is the significance of socio-cultural factors in Nepalese businesses?
4. Why economic environment is considered as the most significant among the external environmental forces? Discuss.
5. Why do business firms engage in technology transfer? Explain.
6. What benefits will Nepal get from the membership of the WTO? Discuss.

## Group 'C'

### Comprehensive Answer Questions:

[4×5=20]

17. Read the following case carefully and answer the questions given below:  
Tea and Coffee industry in Nepal is growing rapidly due to the active participation of the private sector. Now, Nepal is self sufficient in CTC and organic coffee. There is a huge international market for orthodox tea and coffee. According to Nepal tea and coffee development board, twenty million kg of tea and coffee is produced in the country annually. Out of this, only four million kg orthodox about 8 million kg of tea and coffee produced in the country is consumed domestically and the rest 12 million kg are exported to various western and Asian countries. The national agriculture research center [NARC] has started research on production of Nepalese variety of tea and coffee. The center which is based at municipality has initiated the research for developing a unique Nepalese brand of tea and coffee that would stand out in the world.  
Likewise, after 154 years of tea and coffee cultivation, Nepal's traditional tea and coffee has finally got an international trademark and its own logo in the international market. After numerous attempts of the Nepal tea and coffee development board, organizations associated with tea and coffee production, and experts in the field, Nepalese tea and coffee has received its logo and trademark.  
International demand for tea and coffee produced in Nepal was hit hard in Japan, Australia Europe and USA when a test in Germany few months ago revealed that it contained a harmful chemical called "anthraquinone". However, the situation has improved.  
Organic has become a minimum quality acceptable in Asian and western markets. Western customers have started seeking other standards in tea production, such as eco-friendliness and bio-friendliness. In the past few weeks, in tea and coffee producers and traders have been seeking ban on import of non-organic orthodox tea and coffee from Nepalese in their country.

Keeping health issues in mind, some organic tea and coffee producers in the country have demanded the government to make all the production



of tea and coffee in Nepal. They have argued that these steps not only have health benefits for consumers, but also helps the economic growth. However, those in opposition say that the move could do more harm than good. Organic production takes at least 3 years to complete. And with the lengthy time, the production can be affected by fertilizers shortage and other challenges, according to non organic tea and coffee producers.

Frequent strike by the workers, effect of climate change, low labour productivity, poor support from the government, high cost of capital, use of modern technologies, competition with Indian tea and coffee and promotion at international market are some of the major issues confronting the Nepalese tea and coffee industries.

#### Questions:

- Identify two components of task and general environment each of the Nepalese tea and coffee industry.
- What are the opportunities and threats of the Nepalese tea and coffee industries? Give your opinion.
- In view of the growing globalization, what strategies should Nepalese tea and coffee industries adopt to remain competitive in the market?
- What are your suggestions over making all production of tea and coffee in Nepal?

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#### Group 'A'

#### Brief Answer Questions:

[10×1=10]

- Mention a brief scenario of political environment for business in Nepal.
- Point out any three consumer protection legislation of Nepal.
- List any three major problems associated with public sector manufacturing enterprises.
- Enlist the elements of socio-cultural environment.
- Specify any three problems of IT policy implementation in Nepal.
- Point out any three distinctions between SAPTA and SAFTA.
- State the purpose of business legislation.
- Point out the techniques of environmental scanning.
- List any three functions of WTO.
- Provide the economic dimensions of business environment.

#### Group 'B'

#### Short Answer Questions:

[6×5=30]

- What process would you follow for examining the external environmental forces of business? Explain.



12. Discuss the concept of regional grouping of the nations. What are the principles and purpose of BIMSTEC?
13. Liberalization has had strong impact on the business environment of Nepal. Explain with examples.
14. Nepal is going through big political change with the implementation of new constitution. What do you think would be the impact of new constitution on the business?
15. Discuss Monetary Policy 2016 and briefly explain the salient features of current monetary policy of the country.
16. Explain energy situation in Nepal. Examine the energy management issues in the country.

### Group 'C'

[4×5=20]

### Comprehensive Answer Questions

17. Read the following case carefully and answer the questions given below:

Bhaktapur Noodles Company (BNC) situated in Suryabinayak is the family owned and traditionally managed business involved in the production and distribution of various tastes noodles in Kathmandu Valley and surrounding. The company with its head office and a small production plant in Bhaktapur is serving all over Kathmandu Valley including Banepa and Dhulikhel.

The company does not supply its product to the rest parts of the country but there is a substantial demand of the product because of its quality assurance. The product of the company is hygienic and is packed scientifically so that there is no chance of quality deterioration for long duration of time.

The regular customers of noodles are hotel, school and college students, office employees, travelers, and babies etc. At the initial time, the number of competitors are limited and but there is more chance of entry of new competitors due to increasing scope of business. The market opportunity of the company is very high with strong possibility of growth expansion for the business throughout the country and also international level.

The chief executive officer (CEO) and owner of the company is Mr. Narayan who actively handles finance supported by Mr. Bikram, Mr. Bimal independently manages production sectors were as Mr. Suresh manages distribution functions. At present there are about 100 employees working in the company and most of them are very ambitious, achievements-oriented and eager to expand the business in the large scale throughout Nepal and also major Indian cities that are close to the Nepalese border. Mr. Narayan is extremely satisfied with the past performance of the company but he has a sense of fear of poor performance in the near future because of change in taste of the



of tea and coffee in Nepal. They have argued that these steps not only have health benefits for consumers, but also helps the economic growth. However, those in opposition say that the move could do more harm than good. Organic production takes at least 3 years to complete. And with the lengthy time, the production can be affected by fertilizers shortage and other challenges, according to non organic tea and coffee producers.

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#### Group 'B'

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[4×5=20]

17. Read the following case carefully and answer the questions given below:

Bhaktapur Noodles Compay (BNC) situated in Suryabinayak is the family owned and traditionally managed business involved in the production and distribution of various tastes noodles in Kathmandu Valley and surrounding. The company with its head office and a small production plant in Bhaktapur is serving all over Kathmandu Valley including Banepa and Dhulikhel.

The company does not supply its product to the rest parts of the country but there is a substantial demand of the product because of its quality assurance. The product of the company is hygienic and is packed scientifically so that there is no chance of quality deterioration for long duration of time.

The regular customers of noodles are hotel, school and college students, office employees, travelers, and babies etc. At the initial time, the number of competitors are limited and but there is more chance of entry of new competitors due to increasing scope of business. The market opportunity of the company is very high with strong possibility of growth expansion for the business throughout the country and also international level.

The chief executive officer (CEO) and owner of the company is Mr. Narayan who actively handles finance supported by Mr. Bikram, Mr. Bimal independently manages production sectors were as Mr. Suresh manages distribution functions. At present there are about 100 employees working in the company and most of them are very ambitious, achievements-oriented and eager to expand the business in the large scale throughout Nepal and also major Indian cities that are close to the Nepalese border. Mr. Narayan is extremely satisfied with the past performance of the company but he has a sense of fear of poor performance in the near future because of change in taste of the



customers and entry of new competitors. He does not want to expand the business with a belief that the present volume and coverage is enough for him and believes that expansion will be difficult to manage with present management system. Till to date Bimal and Suresh are the major persons contributing for the overall success of company. Both of them want to have some share in the concern and strongly advocate in favour of business expansion. It noticed that if Narayan does not agree with him they will establish their own company and do business as exactly as BNC is doing.

In the context of Human Capital Management, employees of the company are not getting extra facilities in addition to monthly remuneration. Most of the employees are in favor of expansion of business. In these days employees are not well motivated to do jobs at their best. There are some indications of poor performance of the employees. One of the competitors is trying to attract company's technical employees and employ them in its own company. Employees of BNC usually meet and discuss fortnightly but the last few months have been passed without having single meeting. Narayan, Bimal and Suresh all are not acting as before in the company. Junior employees are feeling insecure in company. The competitors are also trying to capitalize the situation in their favour. They are using maximum efforts to attract main technical employees of Bhaktapur Noodles Company.

### Questions:

- a. What are the main reasons of success of the company till today?
- b. What would be the suitable organization structure of company for future prospects?
- c. What steps would management initiate to enhance the motivation level of employees?
- d. Suggests proper strategies that would be taken for future prosperity of company.