

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT

Office of the Dean

2016

Full Marks: 60

Time: 3 Hrs.

BBM / Fifth Semester / OPR 311: Introduction to Operations Management

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions:

[6 × 1 = 6]

1. Define operations management.
2. What is operations strategy?
3. What is duality?
4. What is product design?
5. What is aggregate planning?
6. Define productivity.

Group "B"

Descriptive Answer Questions:

[6 × 3 = 18]

7. Give the steps of product development process.
8. Explain the relationship between corporate, business and operations strategy.
9. Briefly explain about inventory costs.
10. Customers arrive at a service center at a rate of 5 per minute and follow Poisson distribution. The constant rate efficiency of service center is 6 minute per customer. Assuming the single channel queuing model determine:

a. Average number of customer in system

b. Average time a customer spent on queue

$$\lambda \Rightarrow \frac{\lambda}{\mu - \lambda} = \frac{\lambda}{\mu(\mu - \lambda)}$$

11. A Company has annual demand of 12,000 units of components. The ordering cost is Rs 250 per order and lead time is 5 days. The unit cost of component is Rs 25 and annual inventory holding cost is charged at 20%, and the company operates 300 days a year, compute optimal order quantity and re-order level.

12. Highlight the aggregate planning strategies.

Group "C"

Analytical Answer Questions:

[4 × 6 = 24]

13. Explain about each component of transformation process with appropriate example.
14. Describe about the types of layout.
15. Use simplex method to solve the given linear programming problem

Maximize $Z = 13X_1 + 15X_2 + 17X_3$

Subject to,

$$X_1 + X_2 + X_3 \leq 0$$

$$3X_1 + 5X_2 + 7X_3 \leq 150$$

And $X_1, X_2, X_3 \geq 0$

16. The following problem is related to transportation problem. You are supposed to propose the optimal transportation schedule for this problem.

Source	Destination			Supply
	M	N	O	
A	10	14	17	25
B	12	12	19	25
C	13	16	18	10
Demand	20	20	20	60

Group "D"

Comprehensive Answer Questions:

[4 × 3 = 12]

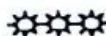
17. Read the following case carefully and answer the questions that follow:

Motorola began in the late 1920s as a small manufacturer of car radios (hence the name Motorola). It has grown to a \$30 billion corporation with more than 68,000 employees at 319 facilities in 73 countries around the world, manufacturing such products as semiconductors, integrated circuits, paging systems, cellular telephones, computers, and wireless communications systems. Motorola was an engineering-oriented company that focuses on product development to create new markets. In the mid-1970s it changed its focus from products to customers, with an objective of total customer satisfaction. Motorola is now recognized as having one of the best quality management systems in the world. In 1988 it was among the first group of winners of the prestigious Malcolm Baldrige National Quality Award in 2002 it was one of very few companies to win the Baldrige Award a second time.

In 1986 it invented Six Sigma and in 1987 Motorola announced its goal of "Six Sigma" quality. This goal effectively changed the focus of quality in the United States, where quality levels had traditionally been measured in terms of percentages or parts per hundred. Motorola's six Sigma has since become a benchmark standard that many other companies have adopted. Six Sigma has evolved from a metric (or standard) achieved through the application of various methodologies into a complete quality management system (QMS). GE, Ford, Coors, Boeing, Xerox, Bank of America, Honeywell, Kraft Foods, Intel, Microsoft, NASA, Dannon, UPS, Sony, and Texaco are just a few of the companies that have adopted Six Sigma as their quality management system. Motorola has reported over \$17 billion in savings with Six Sigma. The companies that have adopted Six Sigma see it as the basis for a "best-in-class" philosophy and a long-term business strategy to achieve overall business improvement. The fundamental objective of Six Sigma is to focus on improvement in key processes and transactions within a company. In this way, waste and cost are driven out as quality and processes improve, and customer satisfaction and loyalty, and thus profits, are increased through continuous business improvement.

Questions:

- Highlight the success story of Motorola by implementing Six Sigma.
- What does Six Sigma actually do in the company?
- What do you think of some of the obstacles might be for a smaller company to implement Six Sigma program?
- Do you see any relationship between Six Sigma and Profitability? Describe.



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April - May 2017

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Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions:

[6 × 1 = 6]

1. Differentiate between production and productivity.
2. What are the basic assumptions of assignment model?
3. What do you mean by balking and jockeying?
4. Define total quality management (TQM).
5. What is chase strategy?
6. Define ABC analysis. *Inventory 3 category classify*

Group "B"

Descriptive Answer Questions:

[6 × 3 = 18]

7. Define operations management and explain in brief about its objectives.
8. Explain aggregate planning in brief.
9. A company operating 300 days per year has annual demand of 12000 units costing Rs 25 per unit. The ordering cost is Rs 250 per order and annual inventory holding cost is 20%. Compute optimal order quantity and reorder level if lead time is 4 days with safety stock of 5 units.
10. Describe different facility layouts with suitable examples.
11. The customer arrival rate at the service counter is 20 per hour and service rate is 30 per hour. Assuming the customer's arrival as poisson distribution and service as exponential distribution. Compute.
 - a. Length of the system
 - b. Utilization rate
 - c. Average time a customer spends in the queue
12. "Operations strategies acts as competitive weapons" Explain.

Group "C"

Analytical Answer Questions:

[4 × 6 = 24]

13. What is JIT? How JIT is used to minimize waste? Explain.
14. Explain product development process.
15. Food X contains 6 units of vitamin A and 7 units of vitamin B and costs Rs. 5 per gram. Food Y contains 8 units of vitamin A and 12 units of vitamin B and costs Rs. 18 per gram. The daily minimum requirement of vitamins A and B are respectively 100 units and 138 units respectively. Construct the problem as a LPP with the objective function minimizing the cost and solve it by using simplex method.

	x	y	
A	6	8	100
B	8	12	138

$$\begin{aligned}
 \text{Min } Z &= 5x + 18y \\
 6x + 8y &\geq 100 \\
 8x + 12y &\geq 138 \\
 x, y &\geq 0
 \end{aligned}$$

16. Find optimal transportation cost from following transportation problem.

Factory	Warehouses				Supply
	P	Q	R	S	
A	29	32	29	26	70
B	27	23	27	27	60
C	26	25	29	31	90
Demand	60	40	60	60	220

Group "D"

Comprehensive Answer Questions:

[4 × 3 = 12]

17. Read the following case carefully and answer the questions that follow:

Sheena had worked for the same fortune 500 Company for almost 15 years. Although the company had gone through some tough times, things were starting to turn around. Customer orders were up, and quality and productivity had improved dramatically from what they had been only a few years earlier due companywide quality improvement program. So, it comes as a real shock to Sheena and about 400 of her co-workers when they were suddenly terminated following the new CEO's decision to downsize the company.

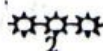
After recovering from the initial shock, Sheena tried to find employment elsewhere. Despite her efforts, after eight months of searching she was no closer to finding a job than the day she started. Her funds were being depleted and she was getting more discouraged. There was one bright spot, though: She was able to bring in a little money by mowing lawns for her neighbors. She got involved quite by chance when she heard one neighbor remark that now that his children were on their own; nobody was around to cut the grass. Almost jokingly, Sheena asked him how much he'd be willing to pay. Soon Sheena was mowing the lawns of five neighbors. Other neighbors wanted her to work on their lawns, but she didn't feel that she could spare any more time from her job search.

However, as the rejection letters began to pile up, Sheena knew she had to make an important decision in her life. On a rainy Tuesday morning, she decided to go into business for herself taking care of neighborhood lawns. She was relieved to give up the stress of job hunting, and she was excited about the prospects of being her own boss. But she was also fearful of being completely on her own. Nevertheless, Sheena was determined to make a go of it.

At first, business was a little slow, but once people realized Sheena was available, many asked her to take care of their lawns. Some people were simply glad to turn - the work over to her, others switched from professional lawn care services. By the end of her first year in business, Sheena knew she could earn a living this way. She also performed other services such as fertilizing lawns, weeding gardens, and trimming shrubbery. Business became so good that Sheena hired two part-time workers to assist her and, even then, she believed she could expand further if she wanted to.

Questions:

- In what ways are Sheena's customers most likely to judge the quality of her lawn care services?
- Sheena is the operations manager of her business. What are her responsibilities?
- What inventory items does Sheena probably have and what kinds of things would likely require forecasts?
- What could be the probable factors which led CEO of fortune 500 company to downsize the company?



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Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions:

[6 × 1 = 6]

1. Differentiate between batch production system and continuous production system.
2. What is supply chain management?
3. What is the application of transportation problem?
4. Define productivity with example.
5. List out four importance of ABC classification of inventory.
6. Give the concept of concurrent engineering.

Group "B"

Descriptive Answer Questions:

[6 × 3 = 18]

7. Explain the various aggregate planning techniques.
8. Discuss the location factors that are important in selection of new location for a hospital.
9. What are the key issues an operations manager must consider?
10. What are the general steps of developing a manufacturing strategy?
11. Customers arrive at the ticket counter of QFX film hall at a rate of 12 per hour. There is one clerk serving the customer at a rate of 30 per hour. Assuming the condition for the used single channel queuing model evaluate.
 - a. Probability that there is no customer at the counter.
 - b. Probability that there are more than 2 customers at the counter.
 - c. Utilization rate

12. Write the basic difference between the Q-system and P-system Model of the inventory management?

Group "C"

Analytical Answer Questions:

[4 × 6 = 24]

13. What is the importance of layout design? Explain basic layouts with example.
14. Explain the application of JIT and Kanzen system in Nepalese Industries.
15. Solve the following linear programming problem using simplex method.

Minimize $Z = 2x_1 + 3x_2$

Subject to

$x_1 + x_2 \leq 10$

$3x_1 + x_2 \leq 20$

and $x_1, x_2 \geq 0$

$Min Z = 2x_1 + 3x_2 + 0S_1 + 0S_2$

$x_1 + x_2 + S_1 = 10$

$3x_1 + x_2 + S_2 = 20$

$x_1, x_2 \geq 0, S_1, S_2 \geq 0$

Four jobs are to be done on four different machines. The cost (in rupees) of performing each job on each machine is given below:

Job	Machines			
	P	Q	R	S
A	15	(11)	13	15
B	17	12	12	(13)
C	(14)	15	10	14
D	16	13	(11)	17

What are the job assignments that will minimize cost?

Group "D"

Comprehensive Answer Questions:

[4 × 3 = 12]

Read the following case carefully and answer the questions that follow:

In the early 1980s, the Swiss watch industry was nearly dead. Competition from cheap but often high-quality products from Far Eastern manufacturers such as Seiko and Casio had almost wiped out the traditional Swiss industry. Trying to protect their investments, the Swiss banks organized a merger of the two largest companies on the advice of Nicolas Hayek, now boss of Swatch's parent company SMH, formed from the merger. He saw the potential of a new plastic-cased watch, which was already being developed inside one of the companies. One of its major advantages was that it could be made in high volume at very low cost. The quartz mechanism was built directly into the all-plastic case using very few components, less than half the number in most other watches. Fewer components also meant that the manufacture of the watch could be fully automated. This made Swatches cheap to produce even in Switzerland, which has one of the highest labour costs in the world.

The innovative design, some creative marketing, but above all else the operation's success at producing the watch cheaper than anyone else brought the company significant rewards. In the early 1980s the total market share for all Swiss watches was around 25 per cent; ten years later it had more than doubled. The ability to offer a good watch at a low price had released the potential of the watch to become a fashion accessory. Swatch's operations reaped the benefits of high volume but had to cope with an ever-increasing variety of product designs. Through automation and rigid standardization of the internal mechanism of the watch, the company managed this increase in variety without crippling its costs. It is the success of the company's operations managers in keeping their costs low (direct labour cost is less than 7 per cent of the total cost of production) that has allowed Swatch to succeed. Not that everything the company has done has been successful. Some designs never caught the public imagination and some distribution and marketing mistakes were made, especially in the United States. However, continuing innovation, high quality and low cost make it much easier to overcome such problems.

Questions:

- Describe the competitive priorities of Swiss watch industry.
- What do you think about the contribution of marketing function and the operations function to the success of Swatch?
- Brief the product development process mentioned in this case.
- Explain the two philosophical elements of TQM, which are most relevant to this case.

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April 2019

Full Marks
Pass Marks
Time: 3 Hrs

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Group "A"

Brief Answer Questions:

[6 × 1 = 6]

1. Differentiate between intermittent and continuous manufacturing.
2. What is supply chain management?
3. What is the application of transportation problem?
4. Distinguish between business strategy and operations strategy.
5. List out four importance of location decision?
6. Write two differences between dependent and independent demand.

Group "B"

Descriptive Answer Questions:

[6 × 3 = 18]

7. What is productivity? Explain briefly the internal factors affecting productivity.
8. Give the importance of concurrent engineering and write the emerging issues in product and service design.
9. A company purchased 2000 units of a particular item per year at a unit cost of Rs 20. The ordering cost is Rs 50 per order, and the inventory carrying cost is 25%. Find the optimal order quantity. If the supplier offers 3% discount on lots of 1000 or more, should the company accept offer?
10. What is aggregate planning? Describe the aggregate planning options.
11. Mr. Steve found that the arrival rate of customers is 40 per hour and his service rate is one customer on every half minutes. Assuming single channel queuing model determine:
 - a. Average number of customers in queue.
 - b. Average time a customer waits before he is served
 - c. Probability that there are no customers in shop.
12. What is quality control? Mention the application of fishbone diagram and control chart.

Group "C"

Analytical Answer Questions:

[4 × 6 = 24]

13. What is the importance of layout design? Explain basic layouts with example.
14. Define operations management and discuss its relationship with various organizational functions.
15. What is total quality management? Describe any three philosophical elements of the total quality management.

16. Solve the following linear programming problem using simplex method.

$$\text{Minimize } Z = 2x_1 + 3x_2$$

Subject to

$$2x_1 + x_2 \leq 10$$

$$x_1 + 2x_2 \geq 14$$

$$\text{and } x_1, x_2 \geq 0$$

$$\begin{array}{rcl} 2x_1 + x_2 & = & 10 \\ x_1 + 2x_2 & = & 14 \\ \hline -3x_1 & = & -6 \\ x_1 & = & 2 \end{array}$$

$$\text{Min } Z = 2x_1 + 3x_2 + 0S_1 + 0S_2 + 10A_1$$

$$2x_1 + x_2 + S_1 = 10$$

$$x_1 + 2x_2 - S_2 + A_1 = 14$$

$$x_1, x_2 \geq 0, A_1, A_2 \geq 0$$

17. A company has three salespersons S_1, S_2 , and S_3 to assign them to three counters C_1, C_2 , and C_3 . The costs of operating them to different counters are given below.

Salesperson	Counters		
	C_1	C_2	C_3
S_1	9	7	10
S_2	18	11	19
S_3	13	14	12

32

Find the optimal assignment schedule of salespersons to counters that minimizes the total cost.

Group "D"

Comprehensive Answer Questions:

[4 × 3 = 12]

18. Read the following case carefully and answer the questions that follow:

The Delhaize Group operates over 400 retail outlets in Belgium, of which there are around 100 local Delhaize De Leeuw supermarkets. Delhaize supermarkets compete both by choices of location, which are convenient for frequent shoppers and by the quality of the products and service. To remain profitable every Delhaize manager must maximize the revenue and contribution per square metre but must also minimize the costs of operating the store, in terms of material handling and checkout productivity, for example.

The Ouderghem supermarket has a somewhat unusual layout, having two entry points and two exit points. In common with most supermarket designs, the checkouts are positioned near the outside wall, but during most of the day only, a few are used. Newspapers are sold near the checkout queues, so that customers can catch up with the news while waiting. Checkout operators face into the store, towards the queue, to emphasize the need to work quickly when there is a queue. The store has 10 checkouts – a very large number for a store of only 1500 square metres. This is because there is a large peak of sales in the early evening, and long queues at the checkout would be unacceptable.

Delhaize uses relatively wide aisles between the shelves, to ensure good flows of trolleys, but this has been at the expense of reduced shelf space which would allow a wider range of products to be stocked. The actual location of all the products is a critical decision, directly affecting the convenience to customers, their level of spontaneous purchases, and the costs of filling the shelves. The overall layout of the supermarket has separate, clearly marked self-service areas for packaged food, drinks, fruit and vegetables, and household items. The served delicatessen area (which sells products with above-average margins) is positioned centrally so that most shoppers must pass it. The displays of fruit and

vegetables are located adjacent to the main entrance, as a signal of freshness and wholesomeness, providing an attractive and welcoming point of entry.

High turnover, 'essential', known-value items such as rice, pasta, sugar and oil are positioned centrally and visibly, so that they are easy to find. Profitable, fast-moving items are displayed at eye level, both to help the customer and to make restocking easier for the employees. Conversely, low-margin and low-turnover items are placed low down. Bulky or heavy products, such as packs of beer, are located near the storage area to facilitate restocking. Frozen foods are located at the ends of aisles, near the checkouts, so that they can be purchased last. In some supermarkets, these positions are only used for promotions, as customers move slower around the ends of aisles and the goods on display can be seen from most directions.

Questions:

- a. What made Delhaize De supermarket more competitive? Explain.
- b. What is the basic layout type used by this supermarket? Describe briefly.
- c. Are the objectives in designing a supermarket layout broadly similar to the objectives in designing a high-variety manufacturing operation? If not, what is the difference?
- d. In your opinion, how has Delhaize emphasized in customer satisfaction and what other additional factors should be considered for an improvement?



TRIBHUVAN UNIVERSITY
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2016

Full Marks: 60

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BBM / Fifth Semester / MKT 311: Fundamentals of Marketing

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions:

[6 × 1 = 6]

1. Define holistic marketing concept. 1
2. Point out the difference between micro environment and macro environment. 2
3. Give the meaning of decision support system. 3
4. List out the buying process of organizational buyer. 4
5. Give the meaning of product positioning with examples. 5
6. What is green marketing? 1

Group "B"

Descriptive Answer Questions:

[6 × 3 = 18]

7. What is packaging? Explain the functions of packaging. 6
8. What are the characteristics of services marketing? Explain. 6
9. What is direct marketing? Explain its methods. 8
10. Describe the features and strategy appropriate to introduction stage of the product life cycle. 5
11. What is market segmentation? Explain market segmentation as a customer oriented philosophy. 5
12. What is channel of distribution? Explain the factors affecting the selection of a proper channel of distribution with suitable examples. 8

Group "C"

Analytical Answer Questions:

[4 × 6 = 24]

13. Examine the marketing challenges of 21st century. What measures you suggest to response these challenges? 1
14. Why is economic environment importance for marketing? Describe the components of economic environment affecting a firm's marketing practices. 2
15. How do you response to price changes? Explain any two approaches of pricing suitable to agro-products. 7
16. "Advertising is the methods of educating customer." In light of this statement explain the objectives of advertising. 9

Group "D"

*Level of income
GDP*

Comprehensive Answer Questions:

[4 × 3 = 12]

17. Read the following case carefully and answer the questions that follow:

Shikhar is transforming itself from making utilitarian footwear to stylish ones, and it is imbuing its products with high doses of fashion. It has expanded its product portfolio, but has not allowed the prices to rise. It is also refurbishing its retail stores.

Shikhar is reinventing itself- it wants to be perceived as a youthful and vibrant brand. It has not changed its brand value proportion, which remains that of being the 'most trusted footwear brand' but it wants its products portfolio and retail environment to be contemporary. Shikhar has opened large no. of stores in the cities, and renovated and revamped existing stores. It has also shut down few stores that dint have enough footfalls. It is focused on design and development and launches new foot wear every month.

Shikhar has footwear for all segments and for all occasions. Man has always been using Shikhar shoes but now women and children are also using Shikhar foot wear. It has also launched a range of sport shoes. Its target market has always been the family but it is now diligently working to have specific footwear for every member of the family. Its product portfolio covers every conceivable type of footwear- formal, casual and fashionable. Shikhar has started a separate division to design and manufacture specialized shoes. It makes shoes for customers in segments and business like defense, automobiles, metals, construction and agriculture. It is already the global market leader in high performance safety shoes. It uses the latest technologies to make safety shoes.

Shikhar has expanded its portfolio but it keeps its price controlled to provide good value for money. Though Shikhar is trying to become more contemporary in its design, it understands that customers like its product because they provide great value at reasonable prices and it wants customers to continue believing so.

Shikhar is focusing its attention and investment on developing attractive retail shops. It understands that whatever the quality of its shoes, people will no longer buy from unattractive retail shops. Its store is spacious. It has hired a specialists' team of retail designers from abroad to design the layouts of its stores.

Shikhar has massive retail presence inside the country. At present, it has more than 1,000 stores in 40 cities to serve the customers. It is focusing expanding its retail stores and is planned to open 10 new stores every year. It is also extending its reach to rural Nepal and is setting up rural network of dealers.

Shikhar has taken steps to rationalize its wholesale operations. It has restructured its wholesale operation into three independent distribution channels of urban, safety and institutional. Each distribution channel has its own sales team; with the mandate to develop the market.

Questions:

- a. Examine the distribution concept adopted by Shikhar shoes.
- b. Explain the distribution strategy used by Shikhar shoes.
- c. Do you think the current distribution strategy is sound enough to capture the rural market?
- d. How the distribution system of Shikhar shoes can be strengthen? Give your arguments.



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April - May 2017

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BBM / Fifth Semester / MKT 311: Fundamentals of Marketing

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions:

[6 × 1 = 6]

1. What is marketing?
2. Write about green marketing.
3. What is product positioning?
4. State the components of marketing information system.
5. Point out the pricing approaches.
6. What is advertisement?

Group "B"

Descriptive Answer Questions:

[6 × 3 = 18]

7. Define about the reactive and proactive marketing.
8. Briefly describe the essentials of good package.
9. What are the tasks of marketing management? Briefly explain.
10. Write about high involvement and low involvement buying process.
11. How the socio-cultural factors affect in the consumer buying decision process? Explain.
12. State and explain the marketing research process.

Group "C"

Analytical Answer Questions:

[4 × 6 = 24]

13. Define the marketing challenges of the 21st century and firm's responses to the challenges.
14. What is buyer's behavior? Explain the consumer buying decision process.
15. What is sales promotion? Describe the sales promotion tools.
16. Explain the factors to be considered in the selection of distribution channel.

Group "D"

Comprehensive Answer Questions:

[4 × 3 = 12]

17. Read the following case carefully and answer the questions that follow:

Ram Bahadur Thapa recently took voluntary retirement from Nepal Bank Ltd. at the age of 56. He worked in this same bank for the last three years. At retirement he received Rs.12 lakhs gratuity. He is father of three sons-Shyam Bahadur (30), Harka Bahadur (25) and Gokul Bahadur (20). His wife Sharmila (50) is still working in secondary school as math teacher. They live in two bed room house in Sitapaila, Kathmandu.

In 1998 he bought a Sony 20" TV and Chinese VCD. There was the only entertainment for the family. The TV set had grown too old and needed replacement. The set had worn out beyond any

possibility of repair. Sharmila also proposed that the family should exchange both TV and VCD and buy modern flat screen TV and DVD. Ram Bahadur agreed on the proposal to replace the TV but disagree on buying the DVD. He argued that "the VCD is all right and serves the purpose of occasional viewing of movies." Harka Bahadur insisted that the image and sound quality of DVD is far better than that of the VCD. He argued "everybody today has a DVD." He suggested that his father should visit some shops in Mahabaudha and listen to the sound image quality of the DVDs. Ram Bahadur asked his son "what should I do the old VCD? No one would buy it even for Rs.1000." Harka Bahadur suggested that it should be thrown away as garbage.

Ram Bahadur agreed to his son's suggestions and took him to the market to at the DVD alternatives. The price range of the different brands varied between Rs. 3500 for the Chinese to Rs. 9000 for Korean DVDs. Ram Bahadur was highly impressed with the DVDs convenience and the slim look. Both the Chinese and Korean products looked similar. He wanted to buy the cheaper one but his son suggested buying the more expensive one. Harka Bahadur insisted on buying a popular brand "Samsung is so popular and has high image; besides, it has a warranty period of two years." Ram Bahadur argues "the Chinese is not cheap but strong, see the last VCD is still working for 12 years." They could not decide on the brand to buy and finally agreed that they would consult the others family members and buy that brand which receives the highest vote.

Questions:

- a. How Ram Bahadur did become aware of his need to replace his family entertainment?
- b. What were the roles played by the various members of Ram Bahadur's family in the buying process for the TV set and DVD?
- c. Identify the factors that motivated Ram Bahadur to go for the Chinese DVD and Harka Bahadur to go for the Korean DVD?
- d. How can the family dispose of their old entertainment system if they buy new ones?



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BBM / Fifth Semester / MKT 311: Fundamentals of Marketing
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Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions:

[6 × 1 = 6]

1. What is green marketing?
2. What is buying behavior?
3. What is branding?
4. List out the features of service product.
5. What is promotion?
6. Mention any four variables for segment the industrial market.

Group "B"

Descriptive Answer Questions:

[6 × 3 = 18]

7. State and explain the advantages of internal record system in the marketing information system.
8. Distinguish between reactive and proactive marketing.
9. What are the marketing considerations for the shopping goods? Explain.
10. How to respond in the initiating to price changes by competitors? Explain.
11. State and explain the techniques of resolving the channel conflict.
12. State and explain the components of holistic marketing concept.

Group "C"

Analytical Answer Questions:

[4 × 6 = 24]

13. What is buying behavior? Explain the process of consumer buying behavior.
14. Describe the marketing strategies to be used during the maturity stage and decline stage.
15. Explain the factors affecting in price determination.
16. What factors affect in the determinants in the selection of promotional tools? Explain.

Group "D"

Comprehensive Answer Questions:

[4 × 3 = 12]

17. Read the following case carefully and answer the questions that follow:

Surya Rai receive his training in carpentry at a recognized technical school. He spent five years making furniture at Bharat Furniture company, a premier furniture company in Kathmandu. He also attended a month small business course.

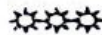
Surya started his own furniture business called "Rai Furniture" four years ago. He himself works very hard and has hired ten carpenters to assists him. The shop is located in his own house New Baneshor Kathmandu. He has barely enough working capital to keep a small inventory on hand. He has slowly built up a small customer base which is growing. He has also hired an interior decorator, Mr. Ram Rai on a part time basis.

Surya recently attended a one week intensive marketing course which opened his eyes to many things of which he had previously been unaware. The marketing teacher suggested him to restructure his business and move his shop to Dillibazar area which specializes in furniture marketing. This area is near to main market Centre. He could cover the entire surrounding region with a total population of 5,00,000. The population has grown 10 per cent over the past five years. Surya has identified the following markets for furniture.

- Homebuilders
- Homeowners of new and old homes
- Marriage season customers
- Commercial and industrial outlets
- Boarding school and college
- Hospitals and nursing homes

Questions:

- a. What are the characteristics of various potential market?
- b. Which variables should be used for market segmentation?
- c. How should the segments be evaluated and selected?
- d. Which market coverage strategies should be adopted?



TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT
Office of the Dean
April 2019

Full Marks: 60
Pass Marks: 27
Time: 3 Hrs.

BBM / Fifth Semester / MKT 311: Fundamentals of Marketing

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions:

[6 × 1 = 6]

1. List out any two promotional tools.
2. What is buying behavior?
3. What is packaging?
4. List the features of service product.
5. What is cash discount?
6. Name two variables for segment the industrial market.

Group "B"

Descriptive Answer Questions:

[6 × 3 = 18]

7. State and explain the internal record system in the marketing information system.
8. Explain about the proactive marketing.
9. What are the marketing considerations for the shopping consumer goods? Explain.
10. How to respond in the initiating to price changes by competitors? Explain.
11. How to solve the channel conflict? Describe.
12. Briefly describe the holistic marketing concept.

Group "C"

Analytical Answer Questions:

[4 × 6 = 24]

13. What is market segmentation? Explain the requirements for the market segmentation.
14. Explain the marketing strategies to be used during the maturity stage and decline stage.
15. What factors determine in the determination of price? Explain.
16. Explain the factors determinants in the selection of promotional tools.

Group "D"

Comprehensive Answer Questions:

[4 × 3 = 12]

17. Read the following case carefully and answer the questions that follow:

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.

History behind a mega mall

It all happened in 1984 when Gurung, who originally 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 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 café, 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.

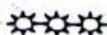
Bhat-Bhateni Supermarket caters to customers from all segments of society, be it expatriates, locals and tourists and believes in giving the best customer service possible. This store in fact was the first to have an elevator and plans to introduce many new ideas in the upcoming projects. The store has 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 eight 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:

- Describe the product mix of Bhat-Bhateni.
- What factors are responsible for the success of Bhat-Bhateni?
- What are the strength and weakness of Bhat-Bhateni retailing?
- What future course Mr. Gurung should take for Bhat-Bhateni?



TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT

Office of the Dean
2016

Full Marks: 60

Time: 3 Hrs.

BBM / Fifth Semester / MGT 314: Legal Environment of Business

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

[6 × 1 = 6]

Brief Answer Questions:

1. What is Substantive Law.
2. Diagrammatically show hierarchy of court system in Nepal.
3. How the Industrial Promotion Board is constituted according to IEA 1992?
4. Who is an unpaid seller?
5. What is Trade Mark and where is it registered?
6. What do you mean by "Holder in due course"?

Group "B"

[6 × 3 = 18]

Descriptive Answer Questions:

7. Write jurisdiction power of the Supreme Court of Nepal.
8. Explain the power and duties of an arbitrator.
9. "Law is mightier than law maker". Justify.
10. Elucidate the concept of Industry, Foreign Investment and Technology Transfer according to FITTA 1992.
11. What are the provisions to be followed regarding registration and renewal of Agency Business in Nepal under Agency Act 2014 and Agency Regulation 2019?
12. Enumerate the importance of Arbitration to the country like Nepal.

Group "C"

[4 × 6 = 24]

Analytical Answer Questions:

13. What is breaching of a contract? How will any contract be terminated by operation of law?
14. Show your acquaintance with the issues of ethics in Nepalese Business.
15. What is negotiable instrument? Make the differences between Bill of Exchange and Cheque.
16. Examine the purpose and importance of holding the general meetings. Discuss the procedure of holding the Annual General Meeting in a company.

Group "D"

Comprehensive Answer Questions:

[4 × 3 = 12]

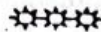
17. Read the following cases carefully and answer the questions that follow:
 - a. Mr. Krishna sees a book displayed in a shelf of a book shop with the price tag of Rs 275. Mr. Krishna tenders Rs 275 on the counter and asked for the book. The book seller refuses to sale saying that the book has already being sold to someone else and he doesn't

valid

72000

have another copy of the book in the stock. Is the book seller bound to sale the book to Krishna?

- b. A is employed as a cashier on a salary of Rs. 2,000 per month by Everest Bank for a period of three years. C standing surety for A's good conduct. After nine months, the financial position of the bank deteriorates. A agrees to accept a lower salary of Rs. 1,500 per month. Two months later, it is discovered that A has been misappropriating cash all through. What is the liability of Surety C and why?
- c. Girish agrees to sell to Everest Flour Mill 100 bags of SONA SUPERIOR wheat out of 1,000 bags lying in his godown for Rs 65,000. The wheat completely destroyed by fire. Can Everest Mill compel Girish to supply the wheat as per agreement?
- d. Rohit offered a reward to anyone who would rescue his wife dead or alive from a burning building. Bikram a fireman risking his life bought out the wife's dead body. Is he entitled to recovery of the reward?



TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT

Office of the Dean

April - May 2017

Full Marks: 60

Time: 3 Hrs.

BBM / Fifth Semester / MGT 314: Legal Environment of Business

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

[6 × 1 = 6]

Brief Answer Questions:

1. "Minor's contract is void contract" comment.
2. "If there is no consideration there is no contract" justify it.
3. What is the present structure of Nepalese legal system?
4. What is trademark and where is it registered?
5. Why is cyber law important in business sectors?
6. Define the term arbitration.

Group "B"

[6 × 3 = 18]

Descriptive Answer Questions:

7. Mention the power and authority of auditor in a company.
8. What are the modes of contract without consideration? Explain in brief.
9. Mention the rights and duties of the surety.
10. What are the rights and duties of the agency? Mention.
11. What are the major features of consumers protect act 2054?
12. What do you mean by contract of sales of goods? Mention the main features of contract of sales of goods.

Group "C"

[4 × 6 = 24]

Analytical Answer Questions:

13. Show your acquaintance with the issues of ethics in Nepalese Business.
14. What are negotiable instruments? Mention the differences between bill of exchange and promissory note.
15. What are the essential elements of valid contract? Explain any seven of them.
16. Highlight the purpose and importance of holding the general meetings. Discuss the procedure of holding the AGM in a company.

Group "D"

Comprehensive Answer Questions:

[4 × 3 = 12]

17. Read the following cases carefully and answer the questions that follow:

- a. A has a bus out of date according to transportation department but he sells that bus to B and traffic police caught that bus. In that case who makes mistake? Give reasons.

A has a house on road side and he gave that house to B for rent . But that house gave to B for rent .And that house was destroyed by road department due to legal problems. In such case B demands compensations for his certainty with A. Is it justifiable?

A mobile is displayed in a mobile shop. Ramesh has gone to this shop to buy that mobile. But the shopkeeper doesn't sell the mobile and he said that this mobile is just for display not for sell. In such case how he can get justice?

Arati has given a music system as a contract of bailment for five days to Hari but Hari doesn't return back within five days . In such case can Arati demand extra charge with Hari?



TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT

Office of the Dean

April 2018

Full Marks: 60

Time: 3 Hrs.

BBM / Fifth Semester / MGT 314: Legal Environment of Business

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions:

[6 × 1 = 6]

1. How can you justify that precedence is taken as sources of business law?
2. What is contingent contract?
3. What is bailment?
4. What do you mean by termination of contract?
5. How can arbitrator help to decrease the cases in business sector?
6. What are the rights of consumers?

Group "B"

[6 × 3 = 18]

Descriptive Answer Questions:

7. ✓ What are the sources of business law? Explain in brief.
8. ✓ Explain the rights and duties of finder of lost goods.
9. ✓ Explain the concept of environment protection according to Environment Protection Act 2053.
10. ✓ What are the rights and duties of the bailor and bailee in brief?
11. ✓ What are the factors to affect free consent? Explain in brief.
12. ✓ What are the rules regarding offer? Explain.

Group "C"

Analytical Answer Questions:

[4 × 6 = 24]

13. ✓ Show your acquaintance with the issues of intellectual property rights in the context of Nepal and mentions the provisions of the patent design and trade mark act 2022 and its amendments.
14. ✓ What is termination of contract? What are the situations where the contract has been terminated? Explain.
15. ✓ What are the procedures of the registrations of company? Explain its importance of board meetings.
16. ✓ Explain the importance of concept of insurance law and mention the main features of Insurance Act 2049.

Group "D"

Comprehensive Answer Questions:

[4 × 3 = 12]

17. Read the following cases carefully and answer the questions that follow:

a. A has a truck out of date according to transportation department but he sells that truck to B and traffic police caught that truck. In that case who makes mistake? Who should be more responsible? Give reasons.

- b. Ram has worked in a company for five years as labour and he went to home for his work for one month by informing with the officer. And he returned back after one and half month then company owner discharged him without any compensation. Is it legal? Discuss.
- c. A television is displayed in a television shop. Ramesh has gone to this shop to buy that television. But the shopkeeper doesn't sell the television and he said that this television is just for display not for sell. In such case how he can get justice?
- d. Ramesh offered a reward to anyone who would find and return his passport and other documents in a purse. Rabi found that document and money but he returned back document only? In such case Rabi can get reward or not.

1) Issue →
2) Reason
3) Decision

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT
Office of the Dean
April 2019

Full Marks: 60
Pass Marks: 27
Time: 3 Hrs.

BBM / Fifth Semester / MGT 314: Legal Environment of Business

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions:

[6 × 1 = 6]

1. Mention the role of offer in a contract.
2. Mention the conditions where there is contract without consideration.
3. Define promissory note.
4. Define arbitration.
5. Mention the importance of rights of labour.
6. Mention the role of Arbitration in business sectors.

Group "B"

Descriptive Answer Questions:

[6 × 3 = 18]

7. Mention the power and authority of auditor in a company.
8. What are the modes of contract without consideration? Explain in brief.
9. Mention the rights and duties of the surety.
10. What are the rights and duties of the agency? Mention.
11. What are the major features of consumers protect act 2054?
12. What do you mean by contract of sales of goods? Mention the main features of contract of sales of goods.

Group "C"

Analytical Answer Questions:

[4 × 6 = 24]

13. Show your acquaintance with the issues of ethics in Nepalese Business.
14. What are negotiable instruments? Mention the differences between bill of exchange and promissory note.
15. Mention the elements of valid contract? Explain any seven of them.
16. Highlight the purpose and importance of holding the general meetings. Discuss the procedure of holding the AGM in a company.

Comprehensive Answer Questions:

17. Read the following cases carefully and answer the questions that follow:

a. i) A ^{Sold} told a motor car dealer B, that he wanted comfortable car suitable for touring purpose. The dealer B recommended him a car which was being sold under the trade name Suzuki. The car was found unsuitable discuss the rights of A.

ii) X employed Y. The terms of service agreement are:

- The employee has to serve the organization for 3 years.
- The employee shall not accept any other similar engagement during the term of agreement.
- The employee shall not accept similar engagement after the termination of service.
- The employee shall not ^{compet} complete with his employer after the termination of the service.
- State the legal position of the terms of services.

b. Mr. Thapa promises with Mr. Sharma to pay an amount of Rs 500,00 if Sharma burst (damage) both eyes of Miss Sullivan. Sharma commits the crime as per terms and conditions of the contract, but after completion of work by offeree, offeror denies to pay the money as per contract.

- i) What may be legal remedy on the grounds of breach of contract by offeror?
- ii) What will be the situation of miss Sullivan?



TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT

Office of the Dean

2016

Full Marks: 60

Time: 3 Hrs.

BBM / Fifth Semester / MGT 203: Organizational Behaviour

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions:

1. What are the levels of OB analysis? *Individual, Group, Organization* [6 × 1 = 6]
2. Define the term attitude. *→ favorable & unfavorable judgement towards something or someone*
3. Write the meaning of personality. *→ total sum of all features of an individual*
4. List out the type of group. *→ two types i.e. formal & informal*
5. Define OD. *→ Task Union (like football)*
6. What is intergroup conflict? *→ conflict between two groups inside the organization, situational, target, resource.*

Group "B"

Descriptive Answer Questions:

7. Explain the factors affecting perception. *→ time, situational factors, perceptual set* [6 × 3 = 18]
8. How is motive related with behavior? Explain. *→ motive is the reason behind the behavior*
9. Explain the ERG theory of motivation. *→ existence, relatedness, growth*
10. Explain the trait perspective of leadership. *→ leaders are born, not made*
11. What are the emerging issues in communication? Explain. *→ technological advancement, political correctness, cultural differences, etc.*
12. What are the sources of conflict in organization? Elucidate. *→ globalization, workforce diversity, reporting of staff, employee expectations, change in organizational behavior, quality & productivity.*

Group "C"

Analytical Answer Questions:

13. "Organization behavior comprises the study of complex human behavior in a work place." In light of this statement describe the challenges faced by the managers while managing people in their organizations. *→ quality & productivity, globalization, workforce diversity, reporting of staff, employee expectations, change in organizational behavior, etc.*
14. What is learning? Explain the factors influencing learning at work. *→ psychological factors, learning style, motivation, etc.*
15. "Personality represents the different attributes possessed by an individual". Justify it on the basis of the major personality attributes that are influencing people's behavior at work. *→ locus of control, self-efficacy, self-esteem, etc.*
16. How do you describe organizational change? Explain the procedures applicable to manage the employees' resistance to change. *→ communication, participation, etc.*

Group "D"

Comprehensive Answer Questions:

[4 × 3 = 12]

17. Read the following case carefully and answer the questions that follow:

Greg Towns and Michele brown sat chatting. Michele had come to Greg's office to discuss the first meeting of the strategic planning team. Michele had found out only last week that she would be the team leader for this very important project. Recently, upper management had discovered

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT

Office of the Dean

April - May 2017

Full Marks: 60

Time: 3 Hrs.

BBM / Fifth Semester / MGT 203: Organizational Behaviour

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

[6 × 1 = 6]

Brief Answer Questions:

1. What do you mean by citizenship behavior?
2. Define emotions.
3. What is an attribution error?
4. Give the meaning of group dynamics.
5. What do you mean by resistance to change?
6. What is political correctness in communication?

Group "B"

[6 × 3 = 18]

Descriptive Answer Questions:

7. Explain the various contributing disciplines to the field of organizational behavior. *no slow judge some object*
8. Define attitude. Explain briefly the types of attitudes in organizational settings. *Job satisfaction Job involvement*
9. Explain briefly the specific application of perception in organization. *Employee interview Performance Expectation Evaluation*
10. Define teams. Explain the types of teams.
11. What are the current issues in communication prevailing in Nepalese organization? *Employees Effort Loyalty*
12. Describe the effects of job satisfaction on employee's performance. *Task Electronic comm. Privacy Social*

Group "C"

[4 × 6 = 24]

Analytical Answer Questions:

13. Define personality. Explain the major determinants of personality.
14. What are the different learning theories? Explain critically the social learning theory.
15. How does a leader behavior will be determined according to Fielder's contingency theory of leadership? Discuss.
16. What do you mean by organizational development interventions? Mentions the different techniques of OD interventions and discuss any one of them.

Group "D"

Comprehensive Answer Questions:

[4 × 3 = 12]

17. Read the following case carefully and answer the questions that follow:

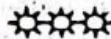
According to the police report, on July 2 at 1.30.P.M. a bus number 3765 was involved in a minor non-injury accident. Upon arriving at the same scene of the accident, police were unable to locate the driver of the bus. Because the bus was barely drivable, the passenger was transferred to a backup bus, and the damage bus was returned to the city bus garage for repair.

The newly hired general manager, Mr Ganesh Sharma has been going over the police report and two additional reports. One of the reports submitted by Mr Tara Dahal the transport director of the City Transit Authority, and other same directly from the driver in the accident, Mr Damodar. According to the Tara Dahal , although Damodar has been an above average driver for almost eight years, his performance has taken a drastic nosedive during the past fifteen months. Always one to join the other drivers for an after work drink or two, Mr Damodar recently has been suspected of drinking on the job. Furthermore according to Tara Dahal 's report, Damodar was seen having a beer in a tavern located less than two blocks from the CTA terminal around 3 pm on the day of the accident. Tara Dahal report concludes by citing two sections of the CTA transportation agreement. Section 18 a specifically forbids the drinking of alcoholic beverages by any CTA employee while on duty. Section 26 f prohibits drivers from leaving their buses on attendant for any reasons. Violation of either of the two sections results in automatic dismissal of the employee involved. Damodar recommends immediate dismissal

According to the driver, Damodar, the facts are quite different. He claims that in attempting to miss a motorcycle rider he swerved and struck a tree, causing minor damage to the bus. Damodar had been taking with the dispatcher when he was forced to drop his phone receiver in order to miss the motorcycle. Because the receiver broke open on impact, Damodar was forced to walk four blocks to the nearest phone to report the accident. As soon as he reported the accident to the company, Damodar also called the union leader to tell them about it. Damodar reports that when he returned to the place of accident his bus was gone. Uncertain of what to do and a little frightened, he decided to return to CTA terminal. Because it was over a five mile walk and because his shift had already ended at 3 P.M. Damodar stopped in for a quick beer just before getting back to terminal.

Questions:

- a. What is the problem about? Explain.
- b. Why are the two reports submitted by Tara Dahal and Damodar are different? Give reasons.
- c. If you are in Ganesh Sharma's position what additional information would you need to clarify the accident?
- d. Give your arguments for resolving the problem of the above case.



TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT

Office of the Dean
April 2018

Full Marks: 60
Time: 3 Hrs.

BBM / Fifth Semester / MGT 203: Organizational Behaviour

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions:

[6 × 1 = 6]

1. List out the contributing disciplines of organizational behavior.
2. What are the levels of OB analysis?
3. List out the sources of conflict.
4. Define contingency theory of leadership.
5. What is group dynamics?
6. What is job satisfaction?

Group "B"

Descriptive Answer Questions:

[6 × 3 = 18]

7. Explain the basic assumption about nature of people for understanding OB.
8. What is perception? Explain the steps in individual perceptual process. *External stimuli*
9. Define cognitive dissonance. What are the strategies to reduce cognitive dissonance? *two levels external and internal*
focus, Reduce, Change
10. Define equity theory of motivation.
11. Explain the personal qualities of leadership. *Perceptual selecting organizing interpreting*
12. What are the types of intergroup conflict? Explain.

Group "C"

Analytical Answer Questions:

[4 × 6 = 24]

13. Define learning. Explain the common process of learning.
14. What is personality? Explain the major factors determining personality of an individual?
15. Define team. What are the types of teams formed in an organization? Explain.
16. What is organizational development? What are the organizational development values? Explain.

Group "D"

Comprehensive Answer Questions:

[4 × 3 = 12]

17. Read the following case carefully and answer the questions that follow:

The management Committee of LG Electronics recommended for formation of a separate finance department for controlling overall financial activities and also for the preparation of future budgets by considering expansion of business. The Management Committee was searching for a person who was capable of leading the department independently as Finance Officer. For this purpose, management decided for recruitment from external sources. After scrutinizing various applicants, Committee decided to select either Mr. Amit K.C. or Sachin Sharma

Mr. Amit was BBA graduate from recognized university having excellent result in examination. His work experience was 5 years in financial company as finance officer. He has good exposure and maintained good relation with everyone. He wanted to work with others enthusiastically. He

had knowledge about basic concept of accountancy and finance, and can handle assigned job properly. However, he had lack of patience to give more care about job related matters. He cannot give deep concentration over the task that was given to him.

Mr. Sachin was a BBS graduate from T.U. with first division in aggregate. His work experience was also 5 years in a reputed academic institution. He preferred to work in cool environment. He had knowledge about basic concept of accountancy and finance because he completed bachelor level with finance concentration. He can independently handle all functions of accountancy and finance. However, he had lack of good public exposure, because he was soft minded. He wanted to work in peaceful environment without discussing with others. However, he maintained work related relation with all the members of the organization.

Questions:

- a. What are the requirements for a finance officer? Explain.
- b. Why management committee decided to form a separate Finance Department?
- c. What type of personality of Mr. Amit and Mr. Sachin had?
- d. Which one, according to your opinion, either Amit or Sachin is appropriate for the post of Finance Officer? Give your opinion.



TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT

Office of the Dean

April 2019

Full Marks: 60

Pass Marks: 27

Time: 3 Hrs.

BBM / Fifth Semester / MGT 203: Organizational Behaviour

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions: *How people act within an organization* [6 × 1 = 6]

1. What do you mean by organizational behavior? *how their behaviour affects an organization*
2. Define emotion. → *behaviour khesa feel, think, game.*
3. List out the John Holland's concept on six personality types. *Realistic, Investigation, Artistic, Social, Enterprising, Conventional*
4. Differentiate between group and team.
5. Point out the process of communication.
6. List out the sources of interpersonal conflict.

Group "B"

Descriptive Answer Questions:

→ *dog wala.*

[6 × 3 = 18]

7. Explain the classical conditioning theory of learning.
8. Describe the McClelland's achievement motivation model.
9. What are the stages of group formation? Explain. *5 stage, Forming, Storming, Norming, Performing, Adjourning*
10. What are the major sources of intergroup conflict in organization? Explain.
11. Define attitude. Explain the three component of attitude formation.
12. What are the levels of organizational behavior analysis? Explain.

Group "C"

Analytical Answer Questions:

→ *react ra interact kiron organization in certain subject matter*

[4 × 6 = 24]

13. Define personality. Explain the major personality attribute influencing organization behavior. *- locus of control, self-esteem, Machiavellianism, self-monitoring, Risktaking, Self Efficacy, Type A and Type B.*
14. What is leadership? Explain the behavior approaches to leadership.
15. Define perception. What are the factors affecting perception. Explain.
16. "Change makes things different" due to this statement Explain the approaches to management organizational change.

→ *cuta kura different way beta sochne.*

Group "D"

Comprehensive Answer Questions:

[4 × 3 = 12]

17. Read the following case carefully and answer the questions that follow:

Aayusha and Aashutosh were friends from the beginning of their school life. After completing school life they joined in a reputed college of Kathmandu for further studies.

Both were excellent in their academic performance. They completed bachelor level with first division and decide to join for job. Fortunately they were able to get job in kumari bank of Kathmandu as junior officer.

They continued jobs for one year but Aayusha unsatisfied with status and incentives she had in the bank. She was encouraged by the facilities and status that is obtained by his senior in the bank. One day she meet with Aashutosh and consulted it for the further study. She said to Aashutosh that she wanted to continue study because only bachelor level study would not be sufficient for future career development in banking sector if they were not getting further education they would be only clerical level status and cannot be promote managerial level so she asked to Aashutosh that she decide to join MBM as full time student for further two years and only then can think to join in jobs.

Aayusha's father was service holder in civil service and he had only one younger sister. By considering responsible daughter her father permitted for MBM level study. As middle class family her parent can bear all the expensive essential for further study. However, Aashutosh father with eight family member due to poor economic condition his parents were unable to develop expensive for further study. He asked to Aayusha that he cannot leave the job due to poor economic condition. Finally Aayusha joined MBM study in Tribhuvan University and Aashutosh continued his services.

Questions:

- What are the issues in case?
- Why Aayusha thought the bachelor level study was not sufficient for the further status?
- Write about their personality traits. *Extroversion, Agreeable, Conscientiousness, Emotion stability, openness to experience*
- What is family background of Aayusha and Aashutosh and how economic condition effect on attitude and expectation of individual.



TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT
Office of the Dean
January 2022

Full Marks: 60
Pass Marks: 30
Time: 3 Hrs.

BBM / Fifth Semester / MGT 203: Organizational Behaviour

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions:

[6 × 1 = 6]

1. Write any four topics that social psychology contributes to OB.
2. Give two examples of organizational change.
3. Give two examples of noise in communication process.
4. What is self-actualization?
5. Define attribution.
6. Mention four schedules of reinforcement.

Group "B"

Descriptive Answer Questions:

[6 × 3 = 18]

7. How is appreciative inquiry different from other OD techniques?
8. Describe three major OB challenges of managers in the third decade of this millennium.
9. How can you manage the barriers to communication?
10. Write three assumptions of contingency leadership theories.
11. What are the roles of employee and organization to increase job satisfaction?
12. What major personality attributes affect workplace behaviors?

Group "C"

Analytical Answer Questions:

[4 × 6 = 24]

13. When should an organization introduce change? Explain.
14. Why is understanding of individual behavior important to managers?
15. Why are concepts of perception relevant to OB?
16. It is said that reinforcement is better than punishment to change employee's behavior. Give your arguments.

Group "D"

Comprehensive Answer Questions:

[4 × 3 = 12]

17. Read the following case carefully and answer the questions that follow:

At the Department of Psychology in TriChandra College, professor Rita Subba created an uncomfortable and even hostile atmosphere to the newly selected employee, assistant professor Rukmangad Poudel. Since she was the head of department, she had to assign

him with tasks but, she lingered and did not let him sign on the attendance register. All other employees in the department were surprised by her behavior but could not oppose it. Neither was this issue their concern. Another professor Aarati who wanted to displace Rita as head reported this incident after a month to the principal of the college. Rita was invited for clarification but could not present valid reasons. Rukmangad was finally called to join the department.

On the second day at department, Rukmangad scolded a clerk to have failed to communicate to him about the issue and blamed all persons working in the department of being complicit to the oppressor. Through this clerk, he sent the indirect message to Rita not to mess with him ever. Still, Rita would not stop.

Rukmangad was assigned tasks more than other persons of his rank. In the beginning, Rukmangad was adamant that he would not do extra classes. For a week, students could not have lectures. Finally, he concluded that students should not suffer and started to do classes. Rita did not arrange extra payment for his extra work. He continuously urged her to arrange such payment. She ignored or dismissed. The hostility escalated and one day, Rita tried to insult Rukmangad in front of other staff. Rukmangad was tough and had grown tougher. He opposed her right away but this incident bothered him for days. He was stressed and his job satisfaction lowered. Aarati persuaded Rukmangad and all other staff to oust Rita from the position of head after a week. After two days, they filed a petition to principal to force out Rita from head.

Questions:

- a. What are the consequences of conflict? Take the case of Department of Psychology as the basis to answer this question.
- b. What is the source of conflict in the department?
- c. Who could have resolved this conflict? How?
- d. Will Rita be fired from head? Who will benefit? Justify.



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Full Marks: 60

Pass Marks: 30

Time: 3 Hrs.

BBM / Fifth Semester / MKT 311: Fundamentals of Marketing

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions:

[6 × 1 = 6]

1. What is societal marketing concept?
2. What is green marketing?
3. Point out the differences between organizational buyer and individual buyer.
4. Define product positioning.
5. What do you mean by family brand?
6. Distinguish between reactive and proactive marketing.

Group "B"

Descriptive Answer Questions:

[6 × 3 = 18]

7. Define packaging. Explain the levels of packaging.
8. What are the methods of resolving the channel of conflicts? Explain.
9. Explain the components of marketing information system.
10. What are 4Ps? Explain briefly.
11. Explain the bases for segmenting consumer product.
12. Mention the influencing factors of consumer buying behaviour.

Group "C"

Analytical Answer Questions:

[4 × 6 = 24]

13. How do the marketers determine price for their product? Explain the various approaches of determination of price.
14. "Success and failure of business depend upon the economic environment". Justify this statement.
15. "A product has a life from birth to death". Justify this statement.
16. Some factors to be considered while selecting an appropriate channel of distribution. What are they? Explain.

Group "D"

Comprehensive Answer Questions:

[4 × 3 = 12]

17. Read the following case carefully and answer the questions that follow:

Nepal is a beautiful country having biodiversity varied culture across the country and beautiful Himalayan range from east to west. It has attracted the tourists in Nepal.

Nepalese people's culture also has been changed. Thus, the scope of internal tourism has also been increased.

Increase in the internal and external tourists in the country has led to the establishment of hotel industries in Nepal. After the restoration of democracy in Nepal, democratic government has come up with new policies in lieu of tourism industry in Nepal including hotel industry. The flexible policy in terms of capital investment, operation and easy criteria in operating hotels attracted foreign direct investment in the hotel sector of Nepal but various illusive advertisements of foreign countries related to security, child labor etc. hindered the flow of tourists in Nepal.

New and liberal policy of government and changing culture of visiting various places in different point of time like New Year, Dashain – Tihar, Honeymoon etc. leveraged the revenue of hotel industries. As the outcome of it, numbers of hotels have been established in the different corner of the country ranging from east to west and north to south. New hotels came up with new policy of cutting price for attracting people, providing facilities that are unwanted in the society and restricted by the policy of the nation. Such activities help to expand negative rumors in the people so that hotel industries are facing problem. Even though, the situation is not so favorable but the investments and number of establishments in the hotel sector is rapidly increasing and after the peace agreement between government of Nepal and Nepal Community Party (Maoist), their financial position and operating results are also positive and encouraging.

Questions:

- a. Identify the marketing environment of hotel industry in Nepal.
- b. Explain the competition faced by hotel industry in Nepal.
- c. Do you think that hotel industries in Nepal are facing marketing problem?
- d. What suggestion do you refer to solve the problems of hotel industries?



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Full Marks: 60

Pass Marks: 30

Time: 3 Hrs.

BBM / Fifth Semester / MGT 314: Legal Environment of Business

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions:

[6 × 1 = 6]

- 1/ Mention the role of offer in a contract.
- 2/ What are future goods?
- 3/ Define the term 'Consideration'.
- 4/ What is contingent contract?
- 5/ Define substituted agent.
- 6/ List out the types of Law.

Group "B"

Descriptive Answer Questions:

[6 × 3 = 18]

- 7/ Briefly explain the power and authority of auditor in a Company.
- 8/ Who is Surety? List out the right and duties of the surety.
- 9/ What are the major features of Electronic Transaction Act, 2063? Explain briefly.
- 10/ Explain the finder of lost goods including rights and duties of finder of lost goods.
- 11/ What is acceptance? Explain the rules regarding it.
- 12/ "Agreement with disqualified person by law is void". Justify with example.

Group "C"

Analytical Answer Questions:

[4 × 6 = 24]

- 13/ What is contract law? Explain the essential elements of valid contract one by one.
- 14/ Define different perspective about law and analyze the sources of Business Law with example.
- 15/ What are negotiable instruments? Show the differences between promissory note and bill of exchange.
- 16/ Give the meaning of contract of agency. Describe the various modes of creation of contract of agency with example.

Group "D"

Comprehensive Answer Questions:

[12]

17. Read the following cases carefully and answer the questions that follow:

- a. ✓ Nepal Dairy Development Corporation has published an advertisement at National daily Magazine on March 23, 2020 regarding renting a house for Rs 200,000 (Two Lakh) a month. ABC Pvt. Ltd. which wanted to take house on rent bargained for paying Rs 175,000 (One Lakh Seventy Five Thousand) instead of Rs 200,000 (Two Lakh) a month. Is it valid offer, valid acceptance or nothing among two. If not what is this? Interpret logically.
- b. ✓ Ram purchased a washing machine from Sita. Sita pleaded that the washing machine is in excellent condition although it is old. Ram later on finds that the washing machine does not work at all. Can Ram reject to use the washing machine and recover his money back? Give your logic on the basis of contract of sale.
- c. ✓ Miss Tulashi promises Miss Aruna to go to Cinema on this Saturday morning show at the Biswojyoti Cinema Hall Jamal Kathmandu. Miss Aruna waited Miss Tulashi till the 12:15 PM on the prescribed day, but Tulashi did not come to the Cinema hall. Here, Tulashi breached the term of the agreement between them. What will be the legal remedies to Aruna?
- d. ✓ Sarita gave a car as a contract of bailment for 10 days to Saroj at the rate of Rs 7,000 per day. But Saroj returned it back after 13 days. In this situation, can Sarita claim extra charge with Saroj or not? Give your logic as per the contract of bailment.



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Full Marks: 60

Pass Marks: 30

Time: 3 Hrs.

BBM / Fifth Semester / OPR 311: Introduction to Operations Management

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions:

[6 × 1 = 6]

- ✓ 1. Define operations system with an example.
- ✓ 2. Enlist the main goal of operations strategy.
- ✓ 3. What is aggregate production planning?
- ✓ 4. "Inventory is necessary evil." Justify.
- ✓ 5. What are the dimensions of quality?
- ✓ 6. ABC is a small firm which manufactures automobile components. The data about input and output are as follow:
Output = 1000
Human Input = 300
Material Input = 200
Capital Input = 300
Other input = 150
Compute total factor productivity.

Group "B"

Descriptive Answer Questions:

[6 × 3 = 18]

- ✓ 7. Define operations management. Also state the objectives of operations management.
- ✓ 8. Explain the transformation system.
- ✓ 9. What is quality control? Discuss its advantages.
- ✓ 10. A company purchased 3000 units of a particular item per year at a unit cost of Rs 25. The ordering cost is Rs 75 per order, and the inventory carrying cost is 25%. Find the optimal order quantity. If the supplier offers 5% discount on lots of 1000 or more, should the company accept offer?
- ✓ 11. ABC Bank is considering a drive through windows for customer service. Management estimates that customers will arrive at the rate of 15 per hour. The teller who will staff the window can serve customer at the rate of one every three minutes. Assuming the poisson arrival and exponential service, find:
 - a. Utilization of the Teller.
 - b. Average number of customers in the waiting Line.
 - c. Average waiting time in Line.

12. From the following table, find the job assignments, which will minimize cost.

Worker	Jobs			
	1	2	3	4
I	12	30	21	15
II	18	33	9	31
III	44	25	24	21
IV	23	30	28	14

Group "C"

Analytical Answer Questions:

[4 × 6 = 24]

13. What is TQM? Discuss its philosophical elements.
14. Why is location decision important to a firm? Explain the factors that are necessary to consider while selecting a new location for a factory.
15. GC manufacturing company has the following unit carrying cost (Rs). Determine the optimum solution for the following problem to minimize the transportation cost.

Sources	Destinations			Units Available
	A	B	C	
P	5	10	10	35
Q	20	30	20	40
R	5	8	10	40
Requirements	45	50	20	115

16. Solve the following LP Problem using the Simplex Method:

Maximize, $Z = 2x_1 + x_2$

Subjects to constraints,

$3x_1 + 5x_2 \leq 15$

$6x_1 + 2x_2 \leq 24$

$x_1, x_2 \geq 0$

Group "D"

Comprehensive Answer Questions:

[4 × 3 = 12]

17. Read the following case carefully and answer the questions that follow:

Regal Marine, one of the US's 10 largest power-boat manufacturers, achieves its mission-providing luxury performance boats to customers worldwide-using the strategy of differentiation.

It differentiates its products through constant innovation, unique features, and high quality. Increasing sales at the Orlando, Florida, family-owned firm suggest that the

strategy is working. As a quality boat manufacturer, Regal Marine starts with continuous innovation, as reflected in computer-aided design (CAD), high-quality molds, and close tolerances that are controlled through both defect charts and rigorous visual inspection. In-house quality is not enough, however. Because a product is only as good as the parts put into it, Regal has established close ties with a large number of its suppliers to ensure both flexibility and perfect parts. With the help of these suppliers, Regal can profitably produce a product line of 22 boats, ranging from the \$14,000 19-foot boat to the \$500,000 44 foot Commodore yacht.

"We build boats," says VP Tim Kuck, "but we're really in the 'fun' business. Our competition includes not only 300 other boat, canoe, and yacht manufacturers in our \$17 billion industry, but home theaters, the Internet, and all kinds of alternative family entertainment." Fortunately Regal has been paying down debt and increasing market share.

Regal has also joined with scores of other independent boat makers in the American Boat Builder Association. Through economies of scale in procurement, Regal is able to navigate against billion dollar competitor Brunswick (makers of the Sea Ray and Bayliner brands). The Global Company Profile featuring Regal Marine provides further background on Regal and its strategy.

Questions:

- a. State Regal Marine's mission in your own words.
- b. Identify the strengths, weaknesses, opportunities, and threats that are relevant to the strategy of Regal Marine.
- c. How would you define Regal's strategy?
- d. How would each of the 10 operations management decisions apply to operations decision making at Regal Marine?

