



TRIBHUVAN UNIVERSITY
Faculty of Management
Shanker Dev Campus
Pre-board Examination, 2022

Full Marks: 60
Time : 3 Hours

BBM/Fifth Semester/ MKT 311: Fundamentals of Marketing

Candidates are required to give their answers in their own words as far as practicable.

Attempt All the Questions:

Brief Answer Questions:

Group A

[6x1=6]

1. Define e-commerce.
2. What is branding?
3. What is product positioning?
4. Define cost-plus pricing.
5. Write four ways of segmenting a market.
6. What do you mean by the term place in marketing?

Descriptive Answer Questions:

Group B

[6x3=18]

7. Explain the economic environment of marketing and its effect in designing the marketing mix
8. How does channel conflict arise? How are they resolved?
9. What is marketing? Differentiate Selling and Marketing concept.
10. "Product Line Decisions are key to long run market survival." Justify.
11. Illustrate and discuss Branding Strategies.
12. Mention the various types of wholesalers

Group C

Comprehensive Answer Questions:

[4x6=24]

13. How do you segment a market under psychographic variables? Explain in detail using relevant examples.
14. "Packaging is an act of protecting goods" Justify this statement with the help of suitable strategies and examples
15. Define direct marketing. Explain about the contribution of direct marketing to the consumers and to the sellers
16. If you are asked to select the best promotional tool for the selling of musical instrument how would you select and which one is the best promotional tool for the musical instrument? Justify your answer

Group D

17. Read the case and answer the questions that follow.

[4x3=12]

Healthy choice is an energy drink made especially for students who do not follow a healthy eating habit. The product is manufactured and sold in Nepal, and is in the business since past three years. The company has hired five marketing executives who are responsible for selling and distributing the products in Kathmandu. Over the three years, the company has not expanded to any other market and is satisfied with the sales. Profit has just started flowing in and now the owner plans to expand its market to outside valley.

Target customer comprises of college going students between the age of 18 to 25 years of age. The product is priced at Rs 50 per 250ml and is packaged in attractive plastic container. The company has invested in radio advertisements and ensures the products are placed in the canteens and shops around the major colleges in Kathmandu.

Questions:

- a. Explain the nature of customer for Healthy Choice with reference to the technology adaptation cycle.
- b. Is the brand name "Healthy Choice" appropriate for the product? Justify.
- c. In which stage of the Product life cycle do you think is Healthy choice? Explain with reasons to support your answer.
- d. What comprises of a marketing strategy? Develop a marketing strategy for Healthy choice.



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

Candidates are required to give their answers in their own words as far as practicable.

Brief answer questions:

Group A

1. Define supply chain management?
2. What is corporate strategy?
3. What is product design?
4. Define locational break-even analysis.
5. What is fish bone diagram?
6. What is Total quality management?

[6 X 1 = 6]

Descriptive Answer Questions:

Group B

7. Define productivity and explain the factors affecting productivity.
8. Differentiate between productions and service operations.
9. ABC Company requires 12,000 units of material annually. Ordering cost per order is Rs. 250. Expected lead time is 5 days, holding cost per unit is Rs. 5. Working days in a year is 250.

[6x3=18]

Required: Economic order quantity and re-order level.

10. Discuss the location factors that are important in selection of new location for a college.
11. Define the periodical and continuous inventory system.
12. what is aggregate planning? describe the aggregate planning options.

Comprehensive Answer Questions:

Group C

13. What is cost of quality? Describe the types of cost of cost quality.
14. Discuss the location decision for service and manufacturing organization.
15. Solve the following linear programming problem using simplex method.

[4x6=24]

Objective function, Cost Minimise (C) = $X_1 + X_2$

Subject to constraints,

$$2X_1 + X_2 \geq 4 \text{ (i)}$$

$$X_1 + 7X_2 \geq 7 \text{ (ii)}$$

Where, X_1 and $X_2 \geq 0$

16. ABC Construction Company moves material between three plants and three projects. Project A require 24 units of material each week, project B requires 18 units, and project C requires 33 units per week. Plant X can supply 27 units, plant Y can supply 22 units, and plant Z can supply 26 units per week. Using the given cost information in rupees, calculate minimum transportation cost.

From	To Project A	To Project B	To Project C
plant X	23	25	
Plant Y	17	21	26
plant Z	19	30	12
			19

Group D

17. Read the following case and answer the questions:

Nepal Government study of health care needs indicated that a Bhatte Danda village, a rural area in Lalitpur district is in need of ambulance service and trauma care facilities. The Bhatte Danda Village

[4X3=12]

Development Committee (BDVDC) has offered a grant to study where to open trauma center to serve the specified rural area. The facility would be small, but it would provide quick treatment to stabilize patients, who might later be transported to larger city hospitals. The ambulance facility would provide and act as a 24-hour per day.

The trauma center would treat a wide range of emergency patients: Those who could be treated and released (broken bone, sprain, and food poisoning), Those who were in critical condition and could be stabilized and then moved to a major hospital in Kathmandu valley, and those whose condition was less critical and could be transferred to community hospital in a nearby town. Patients could be held as long as 24-48 hours at the trauma center before transferring to another hospital. Because many emergency calls first come to a police and the trauma center would need various support services, the BDVDC decide that the trauma center should be located in the area with police offices that are open 24 hours a day. There are two possible sites under consideration, Chapagaun and Ghoptever.

Chapagaun is comparatively bigger location whose population is about 25,000. It is linked with a highway and nearer to the main city. There is one community hospital with permanent full-time staff and ambulance facility in Chapagaun. Ghoptever is a small locality with a population of merely 6,000. There is one health post in Ghoptever but the service is not regular as doctors and health workers do not want to go to this remote area. As the government is planning for Kanti highway, an alternative route joining Kathmandu and Heatuda, Ghoptever has a better future prospect regarding transportation facility. Moreover, it can be central location for more than half a dozen village development committees. People in and around Ghoptever are demanding for an ambulance as other means of transportation are not available right now.

Land and construction costs are cheaper at Ghoptever than in Chapagaun. The operations costs will be more in Ghoptever as it lacks utilities, infrastructure, and labor as compared to chapagaun. Ghoptever, however, has a peaceful and quite environment, one the pre-requisites for a trauma center. The provision for expansion is better at Ghoptever. Foreign aids and government facilities like tax facilities will be better for a remote place.

Questions

- Classify the various location selection factors given in the case as subjective (intangible) and objective (Tangible).
- What other factors do you think necessary for selection a location for a health care facility like a trauma center?
- Which location would you recommend? Justify your answer.
- What type of layout would you suggest for the trauma care facility? Why? (4 X 3 = 12)



BBM/Fifth Semester/ MGT 203: Organizational Behavior

Candidates are required to give their answers in their own words as far as practicable.

Attempt All the Questions:

Group A

[6 X 1=6]

Brief answer question:

1. Define organizational behavior?
2. What is personality?
3. Define motivation.
4. What is group dynamics?
5. Point out any four sources of conflict.
6. Define leadership.

Group B

[6 X 3=18]

Descriptive answer question:

7. Explain the levels of OB analysis.
8. Explain the big five model of personality traits.
9. Explain the techniques of motivation.
10. Explain any five principles of learning.
11. Define OD values and mention the OD interventions.
12. Explain the styles of leaders' behavior theory of managerial grid.

Group C

[4 X 6=24]

Analytical answer question:

13. Define communication. Explain the current issues of communication.
14. What is organizational change? Explain the three step model of Kurt Lewin.
15. Define perception. Explain the factors affecting perception.
16. Define group. Explain the stages of dynamics of group formation.

Group D

[4 X 3=12]

Comprehensive answer question:

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

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 that many of their employers didn't feel that their needs, desires, or capabilities were being considered in the formation of company goals. In response, the president had requested that a team of employees be formed to provide employee input for the new plan.

This would be Michele's first time in a leadership position. She was excited, especially since she had been handpicked by the President. She had come to Greg's office to ask for his support in the meetings. Michele did not have confidence in her leadership skills and wanted to know that she could count on someone to back her. Greg confidently assured Michele that she could count on him.

Everyone was excited as the meeting began. They were all happy to be working for a company that cared enough about its employees to create this committee. Michele began the meeting reminding everyone why they were called together. She felt this was their time to shine for management.

People began offering suggestions. Michele dismissed the first two as too broad. The third she called juvenile. The room fell silent. Michele was surprised by the silence and asked if everyone was out of suggestions. Allen Jamison finally spoke up. He told Michele that no one wanted to make suggestions if she was just going to shoot down every idea. Michele denied that she was discounting the others' ideas. She just wanted to be sure that they sent management their very best suggestions. Michele looked to Greg waiting for the promised support.

Greg felt trapped. He agreed with Allen. Michele's behavior did not encourage input. She was acting like a dictator, not a team leader. He had promised to support her, but he never dreamt that she would act this way. Supporting her behavior went against his beliefs. But he had promised.

Questions:

- a. What are the issues in the case?
- b. What qualities make team leader effective?
- c. What went wrong in the behavior of Michele's as explained in the case?
- d. Suggest appropriate measures to make the team more efficient.



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BBM/Fifth Semester/ BNK 214: Commercial Bank Operations

Candidates are required to give their answers in their own words as far as practicable.

Group A

Brief Answer Questions:

1. What is foreign exchange risk?
2. Mention any three main features of demand deposit.
3. Write about classification of loans for the purpose of loan loss provisions.
4. What are non-performing loan?
5. Write the role of back office.
6. Define Nostro and Vostro accounts.

[6 x 1 = 6]

Group B

Descriptive Answer Questions:

7. What are the benefits of debit card to the cardholders?
8. Write about ABBS.
9. How exchange rate is determined in free market economy? Explain.
10. Distinguish between consumer loan and corporate loan.
11. What is the main purpose of maintaining KYC?
12. What are the roles of cashier in a bank?

[6 x 3 = 18]

Group C

Analytical Answer Questions:

13. What do you mean by credit risk? How do you manage it? Explain with suitable example.
14. How do you think that deposit mobilization is important for a bank?
15. What are the roles and responsibilities of ALCO?
16. Why is cash management important for a bank? Explain.

[4 x 6 = 24]

Group D

Comprehensive Answer Question:

[12]

17. Following information is provided:

Consider a shoe manufacturing company located in Kathmandu. Currently 400 employees are engaged in this company. It imports raw materials from Pakistan. It has 10 foreign technicians from different countries. These technicians take salaries in their home currencies: dollar, yen, pound and Indian rupees. It has imported modern machine from New Zealand which is used in making shoes. Its long-term capital is Rs. 1000 million which comprises Rs. 400 million of equity and Rs. 600 million of loan from bank. All employees receive their salary from bank. Most of the products are exported. Its major markets are Japan, India and America. However, about 20 percent of the shoes produced by the company are sold in major cities in the country. Company has central billing system, that is, it has no regional offices to collect the cash from customers.

On the basis of the information presented, you are required to answer the following questions:

- a. What type of payment problems and financing problems would this company have to bear if there were no banking system?
- b. Do you see any foreign currency related problems to this company? What suggestions do you give for the company to manage forex risk?
- c. Do you think that company would have to face problems in export and import if there were no banking system? How does a bank help to manage this problem?
- d. Why banking system is needed for the development of economy? Explain.



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

Candidates are required to give their answers in their own words as far as practicable.

Attempt All the Questions:

Brief Answer Questions:

Group - A

[6 x 1 = 6]

1. Define Contract?
2. What is termination of contract by impossibility?
3. State distinction between substantive law and procedural law.
4. What is voidable contract? Mention four grounds of voidable contract.
5. What is contingent contract?
6. Mr. Joshi by an advertisement offered a reward of Rs. 9,000.00 to the finder of his lost mobile set in a public place. Justify what type of offer presented by him.

Group - B

Descriptive Answer Questions:

[6 x 3 = 18]

7. What do you mean by business law? Describe the sources of Nepalese Business Law.
8. What do you mean by incorporation of a company? Briefly describe its procedures.
9. Who is competent party? Describe the legal effects of an agreement with a minor party.
10. Describe various modes of creating agency.
11. What is contract of guarantee? Distinguish between guarantee and indemnity.
12. Who is unpaid seller? Describe briefly the rights of an unpaid seller?

Group - C

Analytical Answer Questions:

[4 x 6 = 24]

13. Define contract of sale of goods. Distinguish between sale and agreement to sell.
14. Define free consent? Briefly explain the flaws of free consent.
15. Define 'Arbitration'. Explain the duties of an arbitrator.
16. Define breach of contract. Explain the legal rights to the aggrieved party in case of breach of contract.

Comprehensive Answer Questions:

17 (A)

Raju of Dhangari sends a letter to Ranjan of Dharan offering him to sell ten tons of Mustard Oil at a certain rate on 1st August and the letter reaches to Ranjan on 6th of August. After receiving the offer he sends letter of acceptance on 7th August and it reaches to Raju on 10th August. Answer clearly the following questions:

- i) When communication of offer made by Raju is complete? (2)
- ii) When communication of acceptance made by Ranjan against Raju is complete? (3)

17 (B)

Jiban's Jewel Store delivers a golden necklace to Kristi on the basis of 'sale or return' basis for three days. Both the parties agree that 'the ownership of the goods will pass after the notice of acceptance of Kristi, the buyer'. The second day Kristi sells the necklace to Jamuna who buys that Jewel on good-faith. But, Kristi has neither given notice of acceptance nor price to the Jiban's Jewel store. Answer following questions with reason:

- (i) Whether there is a valid contract between the Jiban's jewel store and Kristi?
- (ii) Whether Jamuna acquires ownership of the Jewel? Explain your answer on the basis of transfer of ownership rule?