TRIBHUVAN UNIVERSITY
Faculty of Management
Model Questions, 2019

Full Marks: 100
Pass Marks: 50
Time   : 3 Hours

BBA-Finance/ First *Semester/ENG 204 Business English*

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

Group A

Brief Answer Questions (Attempt all questions)   **[2X10=20]**

1. Put the following information according to APA Style of citation/referencing:
    a. Name of Book: English for Business Studies
    b. Name of the Author: Ian Mackenzie
    c. Publisher: Cambridge University Press
    d. City of Publication: Cambridge
    e. Date of Publication: 2014
2. Give the exact word for the following definitions
    a. To move your factories to another region or country_____.
    b. Companies that design advertising for clients_____.
3. Define Plagiarism?
4. Rewrite the following factual statements to make them effective thesis statements.

    a. Many hospitals will not admit patients without health insurance because they are afraid that such patients will not be able to pay their bills.
    b. Several Supreme Court decisions have said that art containing explicit sexual images is not necessarily pornographic.
5. List at least four qualities of a good manager.
6. Explain, 'The business of business is business.'
7. What is the difference between horizontal and vertical integration.
8. How is stakeholder model different from stockholder model?
9. Define economies of scale.
10. Write the main theme of the essay 'The Black Table is Still There'?

Group B

Short Answer Questions (Attempt Any six questions)   **[5X 6=30]**

11. What does Cisneros mean when she writes that being an only daughter in a family of six son' explains everything.
12. What are the different patterns of arranging material into an essay? Explain each pattern briefly.
13. Bonds are safer than Stocks and shares. What are the advantages and disadvantages of bonds for companies and investors?
14. Describe the different sectors of economy with specific examples from Nepalese context.
15. Describe the different parts of an essay with examples.
16. What are the basic qualities required by a successful manager? Do you have the necessary skills to be a manager? Discuss.
17. Whyare there very few women business executives in the world? What is the attitude of people towards women in business? What measures can be implemented to empower women by the government and the overall industry?

Group C
Long Answer type Questions (Attempt Any three Questions) [3X10=30]

18. What is writing process? Explain briefly each steps of writing process with example.
19. What do you mean by cross-cultural management? How do you manage a multinational where individualists, collectivists, particularists, and universalists work proportionately?
20. Describe Douglas McGregor's Theory X and Y Abraham Maslow's 'hierarchy of need' in relation to work and motivation.
21. Chaudhary roup is inaugurating a new hotel in Kathmandu. Being a reporter, write a news report to be published in your newspaper.

Group D
(Case Study/comprehensive question)
22. Read the following passage carefully and answer the questions that follow. [5x4=20]

DOING THE BUSINESS

Roisin Ingle hears how efficient management structures are vital for success.

The need for a solid structure within all business entities is "absolutely fundamental", according to Ms. Angela Tripoli, a lecturer in Business Administration at University College Dublin. "Organizational structure concerns who reports to whom in the company and how different elements are grouped together. A new company cannot go forward without this and established companies must ensure their structure reflects their target markets, goals and available technology".

Depending on their size and needs there are several organizational structures companies can choose from. Increasingly though, in the constantly evolving business environment, "many firms are opting for a kind of hybrid of all of them".

The most recognizable set up is called the functional structure where a fairly traditional chain of command (incorporating senior management, middle management and junior management) is put in place. The main benefit of this system is clear lines of communication from top to bottom but it is generally accepted that it can also be a bureaucratic set up which does not favour speedy decision-making.

More and more companies are organizing themselves along product lines where companies have separate divisions according to the product that is being worked on. "In this case the focus is always on the product and how it can be improved".

The importance for multinational companies of a good geographic structure, said Ms. Tripoli, could be seen when one electrical products manufacturer produced an innovative rice cooker which made perfect rice - according to western standards. When they tried to sell it on the Asian market the product flopped because there were no country managers informing them of the changes that would need to be made in order to satisfy this more demanding market. 59

The matrix structure first evolved during a project developed by NASA when they needed to pool together different skills from a variety of functional areas. Essentially the matrix structure organizes a business into project teams, led by project leaders, to carry out certain objectives. Training is vitally important here in order to avoid conflict between the various members of the teams. During the 1980s a wave of restructuring went through industry around the globe. This process, known as delayering, saw a change in the traditional hierarchical structures with layers of middle management being removed. This development was, driven by new technology and by the need to reduce costs. The overall result was organizations that were less bureaucratic.

The delayering process has run its course now. Among the trends that currently influence how a company organizes itself is the move towards centralization and outsourcing. Restructuring has evolved along with a more "customer-centric" approach that can be seen to good effect in the banks. They now categorize their customers and their complex borrowing needs into groups instead of along rigid product lines.

Another development can be seen in larger companies, which are giving their employees more freedom to innovate in order to maintain a competitive edge. Ms. Julia MacLauchlan, Director of Microsoft's European Product Development Centre in Dublin, said the leading software company had a very flat organizational structure. "There would not be more than around seven levels between the average software tester and Bill Gates", she said.

Microsoft is a good example of a company that is structured along product lines. In Ireland, where 1,000 employees work on localization of the software for all Microsoft's markets, the company is split up into seven business units. Each unit controls the localization of their specific products while working closely with the designers in Microsoft's Seattle Headquarters.

It works, said Ms. MacLauchlan, because everyone who works in the unit is "incredibly empowered". "Without a huge bureaucratic infrastructure people can react a lot more quickly to any challenges and work towards the company's objectives".

Answer the following Questions.
- a) Find organizational structures described in the text for each for the definitions.
    - i.   A cross-functional structure where people are organized into project teams.
    - ii.   A structure rather like the army, where each person has their place in a fixed hierarchy.
    - iii.   A structure that enables a company to operate internationally, country by country.
    - iv.   A structure organized around different products.
- b) What were the reasons for delayering and what were the results?
- c) How does Julia MacLauchlan describe Microsoft's organizational structure?
- d) If you work for a company or organization, what structure would you choose? Why? Offer at least two reasons.

TRIBHUVAN UNIVERSITY
Faculty of Management
Model Questions, 2019

Full Marks: 100
Pass Marks: 50
Time : 3 Hours

BBA-Finance/ First Semester/ ECO 201: Microeconomics

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

Group 'A'

Brief Answer Questions (Attempt all Questions) [10x2=20]

1. What is micro- dynamic equilibrium?
2. Demand function for ice-cream is given by Qi = a – bPi. What is the meaning of 'a' and 'b' in the demand function of ice-cream?
3. What are the determinants of demand for domestic airlines services of 'Nepal Airlines' of Nepal.
4. Calculate elasticity of supply at price Rs.20 in supply function Qs = 20 + 0.5P
5. Give reason for convexity of indifference curve?
6. State the condition of equilibrium of the producer to maximize output at given cost constraint.
7. What is the relationship between short run average cost curve (SAC) and long run cost curve (LAC) of a firm?
8. Give four examples of monopolistic market of Nepal.
9. Give reason for downward sloping demand curve for land.
10. A firm's total cost is Rs. 20 million and total revenue is Rs. 15 million. Calculate the total profit of the firm. If the firm's fixed cost is Rs. 6 million, should the firm stay in business? Give reason.

Group 'B'

Short Answer Questions(Attempt any six Questions) [6x5=30]

11. Explain the scope of microeconomics.
12. Differentiate between single variable demand function and multivariable demand function.
13. Let a consumer has fixed budget Rs. 4,000, price of X good is Rs. 200 and price of Y good is Rs. 400. Sketch the consumer's budget constraint and show the consumer's equilibrium if the consumer splits the budget equally between the X and Y good.
14. Explain the marginal rate of technical substitution.
15. Differentiate between accounting cost and economic cost.
16. How the price is determined under monopoly market in long run?
17. The new company The Hair Cuttery is ready to start hiring hair stylists. The price of haircuts is Rs 150 and the production function is given in following table.

Hair stylists	1	2	3	4	5	6
Total Haircuts Per Day	9	17	24	30	35	39
Marginal Product	—	—	—	—	—	—
Value of the Marginal Product	—	—	—	—	—	—

The wage paid to hair stylists is Rs 900 per day. Complete the table and find the profit maximizing number of hair stylists to hire.

Long answer Questions(Attempt Any three Questions)   **[3x10=30]**

18. How the price effect is decomposed into income effect and substitution effect?

19. Production function of a firm is $Q = 100\sqrt{LK}$, where L is labor and K is capital. Here, price for use of capital (r) = Rs 50, price of use of labor (w) = Rs. 40, price of the product of the firm (P) = Rs. 2, total cost outlay of the firm (C) = Rs 1000. Compute marginal productivities of two inputs and equilibrium level of labor and capital that maximize output and the maximum output and profit.

20. Complete the following table of cost figures in rupees and explain the relationship between average total cost and marginal cost.

Output	Total variable cost	Total cost	Average variable cost	Average total cost	Marginal cost
0	0.00	6.00	--	--	--
1	6.00	--	--	--	--
2	--	--	--	8.00	--
3	--	18.40	--	--	--
4	--	--	--	--	4.60
5	--	--	4.76	--	--
6	--	--	--	--	10.00
7	23.90	--	--	--	--
8	--	73.80	--	--	--

21. Why does Keynes consider interest purely monetary phenomenon? Explain in reference to liquidity preference theory of interest.

Group 'D'

Comprehensive Answer question   **[1x20=20]**

22. Many people have addiction of smoking cigarette. Is demand for cigarettes elastic or inelastic? Are cigarettes a major need for smokers? Let smokers themselves try to answer this question. Are there any close substitutes for cigarettes? Candy? Chewing gum? Alcoholic beverages? If only these were so wonderful substitutes, we would not have so many people still smoking. In general, it is safe to say that demand for cigarettes is inelastic. How inelastic? If you are really interested, let us after a brief review of existing researches select the correct answer to the question: "Can price increase on cigarettes make quit smoking?" Yes or no?

Let's face it: now smokers have less pleasure from visiting various public places. In light of a certain discomfort that almost everywhere they go, they encounter restrictions on smoking and an inscription: «No Smoking». Yet they may further get upset that price of a pack of cigarettes has increased many times over just a few years. In these circumstances, one would assume that very large number of people has gave up smoking.

However, the results of the review of the world tobacco market indicate that the market is dynamic and total production and sales of cigarettes continue to rise. Studies of renowned scientists emphasize that increase in price of cigarettes by 10% reduces consumption of cigarettes among adults by 4% in the short term, and by 7.5 % over a long period (more than five years).

Results of research of individuals who smoke, allow assessing how different groups respond to changes in price of cigarettes. Young people often smoke occasionally, do not have too much dependence on cigarettes. A study report published in Health Economics estimated the relationship between cigarette smoking and price for 34,145 respondents, aged 15–29 years. The price elasticity of smoking was inelastic and varied inversely with age: 0.83 for ages 15–17, 0.52 for ages 18–20, 0.37 for ages 21–23, 0.20 for ages 24–26, and 0.09 for ages 27–29. In another study, experts estimated that the elasticity of demand for cigarettes by young people was about three times higher than that for adults and ranges from 0.9 to 1.5. Thus, younger people were more likely to reduce the number of cigarettes smoked in response to increased prices.

In this regard, there is also the issue of public policy in the manufacturing of cigarettes and public health. Ministry of Health continues to remind us on every pack of cigarettes that "Smoking is Injurious to Health". Also, in newspapers, magazines and online publications we find a description of various diseases and horrible things that smoking will do to us. This is probably an effective measure to stop smoking for those consumers who care about their health and longevity.

But even more effective would be the introduction of high taxes, as there is in Canada, UK, Ireland, Denmark, Norway and some other countries. Canadian tax of $3 per package (which is going up all the time) has helped to reduce per capita consumption by more than 50%.

Questions:
  a. Explain the factors affecting demand for smoking. **[6]**
  b. Does raising price on cigarettes reduce number of smokers? Give reason **[6]**
  c. What are the factors that prove inelasticity of demand for cigarettes and factors that support the idea that the demand for cigarettes is elastic? Based on this information, please, substantiate your point of view. **[8]**

TRIBHUVAN UNIVERSITY
Faculty of Management
Model Questoins, 2019

Full Marks: 100
Pass Marks: 50
Time   : 3 Hours

BBA Finance/First Semester IT 205: Fundamental to Information Technology

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

Group 'A'
Brief Answer Questions (Attempt All Questions)   **[10×2=20]**

1. In which cases analog computer are more suitable than digital Computers ?
2. Define source data entry devices with example.
3. What is personalization of software?
4. Convert $(12AB3.32)_{16}$ into binary and octal.
5. Why logical topology is also define as a signal topology?
6. What is the importance of cloud Computing?
7. Compare between two tier and three tier architecture
8. Differentiate between passive and active attack.
9. Define any two features of a Personal FIS.
10. Differentiate Work sheet and Work Book.

Group 'B'

Short Answer Questions(Attempt Any Six Questions)   **[6×5=30]**

11. Explain any six characteristics of Computer.
12. Explain how a cache memory improves the performance of Computer System.
13. Explain the functions of Operating System.
14. If $A=(1011)_2$ and $B=(101)_2$ perform A-B using 1's and 2's complement method.
15. Explain the importance of Database Management System in an organization.
16. Explain the elements of Multimedia.
17. Explain the basic types of Network Topology.

Group 'C'

Long Answer Questions(Attempt Any Three Questions)   **[3x10=30]**

18. Illustrate and explain the Internet Architecture. Explain how the organization can be benefited by the use of internet and explain the challenges that the organization are facing because of internet.
19. Explain the features of Financial Information System. Explain how the organization will achieve Competitive advantage by the use of Financial Information System?

20. Design a Ledger Sheet which includes the fields: Name, Roll No, Marks in Five subjects, Total, Remarks, Percentage and Division. In remarks field the value will be "**PASS**" if a student obtain marks greater than or equal to 40 in all subjects other wise "**Fail**". Those students who have remarks pass will only have percentage. The division field will have value **Distinction** if student obtain more than or equal to 80 % ,**First** if student obtain more than or equal to 60 and less than 80, **Second** if the student obtain more than or equal to 50 and less than 60, **Third** if student obtain more than or equal to 40 and less than 50 otherwise **Fail .**

21. Explain different types of storage devices .Also explain how they are organized in a Computer System?

Group 'D'

Comprehensive Answer Questions: **[20]**

1.   Read the following case carefully and answer the question that follow:
     Too Many Information Systems
     X University has expanded very rapidly introducing a number of programmes and increasing student intake capacity. It has recently computerized its examination process based on some off-the-shelf software. The library had already been computerized a couple of years back using a freely distributed Library Automation System. Daily cash transactions are also handled by computers in the Finance and Accounting Division, using Financial Information System. For further improvement of efficiency, the new governing body of the University have entrusted the task of developing an MIS for the University to a Software Company.

     All these developments were welcomed by a cross-section of the University Community except a few. One of them is a faculty member at the Management Science Department who commented that the University is burdening itself with too many independent information systems. According to his statements if the university implement too many Information systems it will be equally challenging to secure all of them. He adds that "studies by the Computer Security Institute and Federal Bureau of Investigation reported that approximately 90% of respondent organizations in 2016 and 2017 detected computer security breaches". According to him if the University uses too many information system there will be too many vulnerable points through which there may be possibility of active and passive attack as well as unwanted interruption, unauthorized alteration or annihilation. He strongly favored an integrated information system.

     Question:
     Who do you favor the new governing body of the University or the Faculty of Management Science and Why? What problems are likely to creep in if the University is against you favor?

TRIBHUVAN UNIVERSITY
Faculty of Management
Model Questions, 2019

Full Marks: 100
Pass Marks: 50
Time   : 3Hours

BBA-Finance/ First Semester/ Math 203: APPLIED MATHEMATICS FOR BUSINESS

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

Group A

Brief Answer Questions(Attempt ALL questions)   **[10 × 2 = 20]**

1. Find the general linear form of the line whose slope intercept form is y = −2/3x +4.
2. The demand and supply functions for a good are given as $Pd = 100 – 0.5Qd$
   and $Ps = 10+ 0.5Qs$. Calculate the equilibrium price and quantity
   algebraically.
3. Find the domain and range of $y = x^2 +1$.
4. For an economy the consumption function is given by C = 60 + 0.75 Y. If investment
   in a year is Rs. 40 millions, what will be the equilibrium level of income or output?
5. A firm's marginal cost function is $MC = Q^2 + 3Q + 8$. Find the total cost function T
   C if the fixed costs are 250 units of money.
6. Five years after purchase, a computer has a scrap value of Rs. 300. The depreciation
   rate is 26%. Calculate the value of the computer when it was bought five years ago.
7. Find the area under the graph of $y=e^{2x}$ between x= 0 and x=1.
8. Determine the nature of the roots of $x^2 + 3x +4 =0$.
9. Solve the following equation: 2x + 3y = 5 and 5x + 7y = -3
10. Integrate: $\int (2x + 3)e^{x_2 +3 x} \, dx$

Group B

Short Answer Questions(Attempt Any SIX) Questions: **[6 × 5= 30]**

11. Given the demand function for computers as P = 2400 - 0.5. i) Determine the
    coefficient of point elasticity of demand when P = 1800 and interpret the result. ii) If
    the price of computers increases by 12%, calculate the percentage change in the
    quantity demanded at P = 1800.
12. i) Find the compound interest rate required for Rs. 10,000 to grow to Rs. 20,000 in six
    years. ii) A bank pays 7.5% interest, compounded annually. How long will it take for
    Rs. 10,000 to grow to Rs. 20,000?
13. The following table gives the payoff in (Rs.) of different actions against the states of
    nature.

Strategy	States of Nature			
	S1	S2	S3	S4
A1	2500	-100	4500	18500
24. A2	35000	5000	45000	0
A3	20000	20000	-1500	1000

Determine the optimal decision under the criteria of decision-making under uncertainty i) maximin criterion ii) maximax criterion iii) Hurwicz Criterion taking coefficient of optimism as 0.6.

14. Reshma wishes to mix two types of food P and Q in such a way that the vitamin contents of the mixture contain at least 8 units of vitamin A and 11 units of vitamin B. Food P costs Rs 60/kg and Food Q costs Rs 80/kg. Food P contains 3 units/kg of Vitamin A and 5 units / kg of Vitamin B while food Q contains 4 units/kg of Vitamin A and 2 units/kg of vitamin B. Formulate the linear programming problem.

15. The marginal cost for a product is given by the equation $MC = 10/Q$. (a) Write down the differential equation for total cost in terms of Q. (b) Find the equation of the total cost function if total costs are 500 when $Q = 10$.

16. Solve the equations:
    a. $2x + y - z = 4$
    b. $x + y - z = 3$
    c. $2x + 2y + z = 12$

17. a) Find the range of values for which the inequality
    $-\frac{75}{x} > 15$ is true, assuming that $x > 0$. State the solution
    in words and indicate the solution on the number line.
    b. A TV manufacturer plans to increase his output by 5% each month. If he is now producing 300 TVs per month, calculate, using series, (i) His monthly output in 15 months from now (ii) The month in which his output reaches 500.

Group C

Long Answer Questions(Attempt any THREE Questions)   **[3 × 10= 30]**

18. a) How much should you pay for an annuity of £1000 a year payable in arrears for 20 years, assuming an interest rate of 6%, if you are to break even?
    (b) How much should you pay for an annuity of £1000 a year payable in arrears quarterly for 20 years, assuming an interest rate of 6% per annum

19. The demand function for a good is given as $Q = 65 - 5P$. Fixed costs are £30 and each unit produced costs an additional £2.

    a. Write down the equations for total revenue and total costs in terms of Q.
    b. Find the break-even point(s) algebraically.
    c. Graph total revenue and total costs on the same diagram, hence, estimate the break-even point(s).

20. Solve the following Linear Programming Problem using Simplex Method. Max Z= $2x_1 + 4x_2$

    Subject to x_1
    $+ 2x_2 \quad 5 x_1$
    $+ x_2 \quad 4$ And
    $x_1, x_2 \quad 0$

21. The demand and supply curves for a good are given respectively by the equations
$P = 300\,e^{-0.2Q}$ and $P = 2\,e^{0.8Q}$
   (a) Find the equilibrium price and quantity.
   (b) Calculate consumer surplus and producer surplus at equilibrium.

Group D
Comprehensive Answer Questions: [20]
22. A hotel charges different prices for the same meal in two different markets. The demand function in each market is given by the respective equations

$P1 = 50 - 40$, and $P_2 = 80 - 3Q_2$

The company's cost function is given by the equation
$TC = 120 + 8Q$ where $Q = Q1 + Q2$
   (a) For each market, write down the marginal revenue and marginal cost. **[4]**
   (b) Determine the price and quantity at which profit is maximized. Calculate the overall profit from the two markets. **[6]**
   (c) If price discrimination is declared illegal, what price should the company charge to maximize profits? Calculate the overall profit. How does it compare with the profit made under price discrimination? **[6]**
   (d) With sketch show that MC=MR is a necessary but not sufficient condition for maximum profit **[4]**

TRIBHUVAN UNIVERSITY
Faculty of Management
Model Question, 2019

Full Marks: 100
Pass Marks: 50
Time   : 3 Hours

BBA-Finance/ First Semester/ MGT 201: Principles of Management
Candidates are required to give their answers in their own words as far as practicable.

Group A

Brief Answer Questions(Attempt all Questions)   **[10X2=20]**
1. Introduce the term 'Business Ethics'.
2. Point out basic philosophy of Bureaucracy?
3. What do you mean by "Staff Authority"?
4. Point out the experiments of Hawthorne study?
5. Differentiate group with work team.
6. Define non-programmed decision and mention in what circumstances is it made?
7. Introduce "Autocratic Style" of leadership
8. Clarify the concept of supply chain management.
9. What do you mean by Organizational Development (OD).
10. Define strategic planning and mention the authority who formulate it.

Group B

Short Answer Questions (Attempt Any Six Questions)   **[6X5=30]**
11. Define planning and explain the tools for planning.
12. Explain the psychological and organizational barriers to effective communication.
13. Define management and explain the functions of management.
14. What are managerial roles? Explain interpersonal and informational roles as classified by Henry Mintzberg.
15. What is decision making? Explain different conditions of decision making.
16. What is delegation of authority? How can it differentiate with decentralization of authority.
17. Define control. Explain the process of effective control.

Group C

Long Answer questions Attempt (Any three) Questions   **[3 x10=30]**
18. Define management and compare "Two factor Theory" of behavioral perspective with Need Hierarchy Theory.
19. Organization design is the base for differentiation and integration of organizational activities. In light if this explain the emerging issues in organizational design.
20. Give the concept of Total Quality Management (TQM) and explain the principles Total Quality Management
21. Introduce the concept of organizational Development (OD) intervention. Explain the way outs of OD intervention.

Group D

Comprehensive answer questions [4 x 5 = 20]

Api Fashion is a partnership firm based in Dhangadhi that manufactures and exports readymade garments to the overseas countries. Since the last twelve years it is enjoying a good market share in export of readymade garments from Nepal. During the first six years of its inception, the firm earned profit from exporting its readymade garments to the foreign countries. There was nominal competition among a few firms at the beginning that helped Api fashion to enjoy a better position in this field. Moreover, the markets where Api's products used to go were not change prone in terms of fashion and the like.

Majority of the employees were semi-skilled and a very few were skilled with it. Api fashion did not face any human resource problems during the period even though there was no scientific job design, departmentalization, and any attractive reward schemes as such in the firm. The position of Api fashion changed tremendously after the nine years of its inception. The environment of the garments industry changed substantially because of increase in number of new competitors, high expectations of the employees, rapid change in fashion designs and technology, unionization, and infiltration to skilled employees.

Sudip, Managing Director of the Api Fashion having fifty percent share and Mr. Roshan with equal share assessed the environmental trend and coming up with some decisions for strengthening the competitive position of the firm. Ramila is known as a good fashion designer but poor in team work who has an experience of ten years career in garments trade. At present, she is passing through a hard time because of the conflicts with her partners. She has shown interest to join Api fashion as a partner. Understanding her intention and a need of a fashion designer for the Api fashion, Sudip and Roshan decided to give her twenty percent share in Api fashion if she pays the sum of Rs. 5 million as working capital. Ramila is ready to put the amount and join the Api fashion.

There is high strength of Sudip in employee management. Roshan is expert in dealing every business matter with government agencies and the bankers. Financial position of the Api fashion is not sound in these days and the bankers are not satisfied with the performance of the firm. Export is going down every year because of the environmental changes as mentioned above. The intermediaries in USA and Europe are not in touch with the firm because of its only establishment in Dhangadhi.The liaison office in Kathmandu is just doing the job of obtaining export documents like Visa, Letter of Credit [L/C], and Certificate of Origin. The competitors of Api are maintaining good relationships with the buyers through their overseas representatives.

Workers are getting monthly salary plus allowances. The worker who meets the standard gets both the salary and allowance; but the worker not meeting the standard gets only salary that is nominal. The existing incentive system is not effective to exert a high level of effort on the part of the employees. The standard is specified for the line employees but not for support staff. Being aware of the realities, Sudip and Roshan want to restructure the whole organization and its operations. They are eager to adopt the changes considered necessary to secure success in their business but do not know how to make things happened.

Questions:

a) Make an assessment on the above story and set at least two objectives for Api Fashion.
b) What would be a suitable organization structure for the firm? Design and explain the structure.
c) What techniques of employee motivation are suitable in Api Fashion? Why?
d) Do you agree with the decision of making Ramila as a partner? Give your reasons.