(**<u>Note</u>:** *The students should not limit themselves to the chapters mentioned in Model Questions as questions can be asked from any chapter (within the syllabus) in the examination.)*

Model Question (IT 231: IT and Applications)

Group A

Brief answer questions:
Attempt all questions. (10 X 1=10)
1. Classify computers on the basis of size.
2. How information technology affects businesses.
3. What is auxiliary memory?
4. What do you mean by Utility software?
5. Define protocol in computer network.
6. Define search engine?
7. Define sequential data processing.
8. Define encryption process.
9. Differentiate between file system and database system.
10. What is data mining?

Group B

Short Answers Questions
Attempt any five questions. (5 × 3= 15)

11. Describe the characteristics of computer in brief.
12. Discuss characteristics of fourth generation of computers.
13. Why cyber security is essential? Explain.
14. Explain about central processing unit.
15. Discuss the role of artificial intelligence in business.
16. Explain the necessity of E-Governance

Group C

Long Answer Questions
Attempt any three questions. (3× 5= 15)
17. What is primary memory? Discuss the different types of primary memory.
18. What is network topology? Describe the different types of network topology.
19. Describe the different types of database models in brief.
20. What is multimedia? Discuss the different elements of multimedia system.

Group D

Comprehensive Questions
Attempt all questions. (2 × 10 = 20)
21. What do you mean by hard copy and soft copy output devices? Explain merits and demerits of impact and non-impact printers.
22. What is operating system? List out the different functions of operating system. Explain different types of operating system.

Faculty of Management

Tribhuvan University

Model Question - 2022

MGT 231: Foundations of Business Management   **FM: 100**

BBA/ BBM/BIM/ I Semester   **Time: 3 hrs**

Students are encouraged to give their answers in their own words. Figures in the margin indicate full marks.

Group A

Brief Answer Questions   **10*2 = 20**

1. Who are line managers?
2. Define the term 'derivative planning'.
3. State any two contributions of Hawthorne studies.
4. List out any four features of the Friedman Doctrine of Social Responsibility.
5. Point out any four techniques to improve effectiveness of decision making.
6. List out two advantages of decentralization of authority.
7. Define organizational culture.
8. Write the full form of PEST, ISO, TQM and QWL.
9. What do you mean by team conflict?
10. State four problems in agriculture sector business in Nepal.

Group B

Short Answer Questions: Attempt any SIX questions   **6*5 = 30**

11. State and explain the basic managerial roles of managers.
12. Describe in brief different roots of unethical behavior in business.
13. Explain in brief the planning process in organization.
14. Explain the importance of organizational culture for business success.
15. What different barriers are common in effective communication? Describe
16. Why there is need of team formulation in any organization? Explain
17. How the challenges can be reduced in service sector business in Nepal? Explain

Group C

Long Answer questions: Attempt any THREE questions   **(3*10 =30)**

18. Managers should not stick on particular theory or principles. Based on the statement, critically evaluate the application of contingency theory of management.

19. Discuss the emerging issues in organization design and architecture adopted by Nepalese organization.
20. There must be an effective analysis of business environment before starting a business. Michel E. Porter has also suggested a framework for industry analysis. Sketch the application of the Porters' Five Forces model for analyzing the industry.
21. Critically examine the major problems of Nepalese business.

Group D

Comprehensive question /Case analysis /Situation analysis question   **(4*5 = 20)**

22. *Read and analyze the following case carefully and answer the questions given below:*

ABC Pvt. Ltd. was established 12 years back in Kathmandu with an initial investment capital of Rs. 16 m. to produce footwear in Nepal. ABC used to import all the raw materials and few from China. Main designers are from India. ABC expanded its business steadily over the years and covered almost all the cities of Nepal and also in India. Its annual turnover was around Rs. 2.7 million last year which was 20% more than the previous year. Except during the major time of Covid-19 pandemic, ABC continued its business.

Mr. Shrestha conducts the executive functions of the company as the General Manager but the company has no departmental managers. All these areas are under the supervision of Mr. Thapa, salaried employee as manager, monthly salary Rs. 30 thousands. He is responsible for overall activities of the company. However, he maintains own filing, secretarial, mailing, and production functions.

A junior level part time staff is in charge for finance and accounting activities of the company. All the decisions regarding purchasing, receiving, storing, account payable, factory payroll, cost accounting, and dispatching are control by Mr. Thapa. There are five office assistants who take care of sales, advertising, credit and accounts receivable but they have no fixed responsibilities.

The General Manager of the company has recently been overwhelmed by the difficulty of obtaining various information and customer care efforts. Whenever information is needed, several different sources must be contacted, and much time is wasted locating the information. The General Manager is also beginning to notice idle equipment in the office and delays in the preparation of important operating reports. Customers have regularly complaining about delay in delivery, wrong delivery of the product they order, and frequent problems in account payments. He also noticed that the employee turnover is increasing.

The General Manager recently had a meeting with the all the employees of the company. Many employees expressed their dissatisfaction with Mr. Thapa as he does not consult with

them and they have no direct reporting system. Mr. Thapa claims that there are many issues with individual employee of gossiping and intimidating.

Questions:

a. What major problem areas can you identify in this case? What can be the probable causes for conflict between Mr. Thapa and other employees? Explain

b. Trace the decision making process in ABC. What problems do you diagnose in decision making process? Mention

c. Make a SWOT analysis of the business related in the above case.

d. Sketch new organizational structure to restructure the organization for solving existing problem.

……………………………………..

Model Question 2022
BBA /First Semester/ Business Mathematics-I
Full Marks: 100, Pass Marks=50

Time:3 hrs

GROUP'A'(10X2=20)
Brief Answer Question (Attempt all questions)

1. Find the equation of straight line passing through the points (5,-2) and (-8, 1).
2. Solve for x: $9^{x+8} = 81^{-2x+1}$
3. Form a quadratic equation whose roots are $1 + \sqrt{3}$ and $1 - \sqrt{3}$.
4. Find the point of inflection of $y = x^3 - 9x^2 + 7$
5. Find the sum of 5+7+9........to 10 terms.
6. Find the value of $\lim_{x \to \infty} \frac{2x^2+3x-1}{x^2+5x-6}$
7. Which term of series 2+4+8+16............is 256?
8. Find out amount of a loan Rs 25,000 at 2% p.a. for 2 years, if compound interest is paid annually.
9. If $f \ x = x^2 - 7$ and $x_0=1$, find x_1 using Newton-Raphson's method.
10. If supply function $P = 50 + 0.5Q$, then calculate the point elasticity of supply when the price is increased by Rs. 90.

GROUP'B' (6X5=30)

Short Answer Question (Attempt any SIX questions)

11. The demand and supply function for goods are given by
    Demand function: $Pd = 168 - 0.4Qd$
    Supply function: $Ps = 8 + 0.4Qs$
    a) Calculate equilibrium price and quantity.
    b) Find consumer's surplus, producer's surplus and total surplus.

12. Solve the following system of linear equations:
    $x + 2y + z = 9, \ x + y - 2z = -9 \ \& \ 2x - y + z = -2$

13. The compound interest on a certain sum of money at a certain rate is Rs. 204 in 2 years and simple interest at the same rate is Rs. 300 in 3 years. Find the sum and rate of interest.

14. A person wishes to deposit Rs. 5,000 at the end of each year in a bank which pays 10% p.a. compound interest. If the instalments are allowed to accumulate, what will be the total accumulation at the end of 10 years?

15 Find $\frac{dy}{dx}$ from the following: (i) $x^3 + y^3 = 9$ $\quad ii \ x = -2t + 1, y = t^4 - t^3 + t$

16. Sketch the graph of $y = -x^2 - 2x + 3$. Also find the maximum value of y.

17. A consumption function is modelled by the equation C= 700(1-e$^{-0.5y}$), where Y represents income (i) find level of consumptions at y= 5, 10, 15, 20, 25 (ii) Plot the consumption values in the graph paper.(iii) Find the saturation level.

GROUP 'C'(3X10=30)

Long Answer Questions (Attempt any THREE questions)

18. The following table shows the yearly income of a factory:

year	2015	2016	2017	2018	2019	2020	2021
Income (Rs millions)	11	13	15	14	17	18	16

Obtain the equation of line by least square method. Also estimate the income of the factory for the years 2022 and 2025.

19. The supply and demand equations of goods are P_s =Q_s+8 and P_d=-3Q_d+80 respectively. The government decides to impose a tax Rs t per unit of goods. Find the value of t that maximizes the government's total tax revenue on the assumption that equilibrium conditions prevail in the market.

20. Calculate the IRR and NPV for the investment of each of the following projects. Decide which of the projects are viable and rank them in order of their profitability if the market rate of interest is 7%.

	Project A	Project B	Project C	Project D
Initial outlay (Rs.)	7000	6000	10000	8000
Return after 1 year	7750	6320	10400	8500

21. In Keynesian macroeconomic model of an economy with no foreign trade, it is assumed that Y=E, E= C+I_0+G_0, C_0=0.75Y_d , Y_d=(1-t)Y where I_0= Rs. 600m,G_0= Rs. 900m, tax revenue(T) =0.2Y , t=0.2. Determine the value of (i) equilibrium level of national income (ii) equilibrium level of consumption (iii) the tax revenue. (iv) Show the equilibrium level of national income and consumption in a graph paper.

GROUP'D'(1X20=20)

Comprehensive Answer Question

22. The total cost function of XYZ Company is given by the equation (TC) = 300+ 40Q, where P and Q are price and quantity of the items produced by the company. The demand function of that company is specified by the equation P=120-4Q. Find

a. The maximum revenue.

b. The maximum profit.

c. The breakeven points.

d. The price at which the maximum profit. (6+6+6+2)

Tribhuvan University

Faculty of Management

Model Question 2022

BBA/ First Semester/ ENG. 201: English - I

Full Marks- 100

Pass Marks- 50

Candidates are required to give their answers in their own words as far as practicable. The figures in the margin indicate the full marks.

Group A

Brief Answer Questions. (10×2=20)

a. What does "free action here and energy up yonder" refer to? (Not the Non-Existent)
b. What is the central argument of the story *Popular Mechanics*?
c. Is the poet sympathetic towards the clock tower? (*The Clock Tower*)
d. "Light my fire" – in what way is it a metaphor? (*Light My Lucky*)
e. When faced with choices, do you follow your head or your heart? (*The Hundredth Dove*)
f. What is psychometric test? Why is it conducted?
g. Discuss the difference between murder and manslaughter.
h. Complete the sentences using as or like;
   1. I have been working …….a volunteer in the local hospital.
   2. You look …….a film star in that outfit.
i. Use an appropriate word to complete the inversions in the following;
   1. No sooner ……the firemen extinguished one forest fire than another started.
   2. Under no circumstances ……passengers permitted to smoke on the flight.
j. Make the following words negative:
   1. Normal 2. Possibility 3. Logical 4. Similar

Group B

Short Answer Questions (Any Six) (6×5=30)

a. How is the empire's violence portrayed and what significance does it have in Orwell's essay, "Shooting an Elephant."?
b. Match the following words a-e with their meanings 1-5.

a.	Indicator	**1.**	Disadvantage
b.	Compulsive	**2.**	Sign
c.	Intuitive	**3.**	Latent abilities or qualities
d.	Downside	**4.**	Instinctive
e.	potential	**5.**	Irresistible/ compelling

c. How does the speaker move between concepts of freedom and bondage in *The Parrot in the Cage*? Explain the poem as a symbol of Nepalese Society under the Rana Regime.

d. Elucidate the concept "The responsibility of the human beings is to behave decently towards the animals." Explain the main argument of Brigid Brophy in *The Rights of Animals*.

e. Point out the obstacles women have to overcome for professional independence. (*Professions for Women* by Virginia Woolf.

f. Complete a-e with phrasal verbs formed from these verbs plus *up* or *down*.

break   set   put   bring   turn

   a. If you haven't got enough room, we can …………your relatives for the night.
   b. His intention is to use the inheritance to……..his own business.
   c. Protesters are threatening to ……..the government if their demands aren't met.
   d. Police …………the demonstration by firing tear gas into the crowd.
   e. It was the thought of commuting every day that made me………the job offer.

g. Complete the following sentences a-e with clauses 1-5. (Relative Clause)

   a. You may decide to enroll on our courses online,….
   b. My grandmother, …….kept chickens in the garden.
   c. Paris is a city……
   d. The house was full of famous paintings, …….
   e. We ventured further afield to explore the remote, uninhabited islands, ……..

   1. whose art galleries are one of its biggest attraction
   2. in which case, the following instructions must be followed
   3. about which very little is known
   4. all of which were worth of small fortune
   5. who loved nature

Group C

Long Answer Questions (Any Three) (3×10=30)

a. Write a five-paragraph essay on "Relationship Between Nature and the Organic World Around Us." Follow the standard essay writing format as discussed in the Writing Guide of *Cambridge Advanced Result* by using the reference details as explained in *The Etiquette of Freedom* by Gary Snyder.

b. Write a reference letter for your friend who has applied for a job as a sales representative at Chaudhari Group. The reference letter should include information of your acquaintance, character, skills and qualities suitable for the job.

c. Discuss how the gender rules destroy the modern concept of equality, freedom and women rights based on your reading "Girl" by Jamaica Kincaid.

d. Mahakavi Devkota's method is one of the contrasts between the world of the lunatic and that of the sane people. What are some of the contrasts and how do these contrasts help bring out the irony of the poem? (*The Lunatic*)

Group D

Case Studies (6+8+6=20)

Read the following case and answer the question asked below:

The way people view the world as adults is profoundly shaped by the social and technological trends they experienced while growing up, so it's no surprise that each generation entering the workforce has a different perspective than the generations already at work. Throw in the human tendencies to resist change and to assume that whatever way one is doing something must be the best way to do it, and you have a recipe for conflict. Moreover, generations in a workplace sometimes find themselves competing for jobs, resources, influence, and control. The result can be tension, mistrust, and communication breakdowns.

Lumping people into generations is an imprecise science at best, but it helps to know the labels commonly applied to various age groups and to have some idea of their broad characteristics. These labels are not official, and there is no general agreement on when some generations start and end, but you will see and hear references to the following groups (approximate years of birth shown in parentheses):

The Radio Generation (1925 to 1945). People in this group are beyond what was once considered the traditional retirement age of 65, but many want or need to continue working.

Baby Boomers (1946 to 1964). This large segment of the workforce, which now occupies many mid- and upper- level managerial positions, got its name from the population boom in the years following World War II. The older members of this generation have reached retirement age, but many will continue to work beyond age 65—meaning that younger workers waiting for some of these management spots to open up might have to wait a while longer.

Generation X (1965 to 1980). This relatively smaller "MTV generation" is responsible for many of the innovations that have shaped communication habits today but sometimes feels caught between the large mass of Baby Boomers ahead of them and the younger Generation Y employees entering the workforce. When Generation X does finally get the chance to take over starting in 2015 or 2020, it will be managing in a vastly different business landscape, one in which virtual organizations and networks of independent contractors replace much of the hierarchy inherited from the Baby Boomers.

Generation Y (1981 to 1995). Also known as millennials, this youngest generation currently in the workforce is noted for its entrepreneurial instincts and technological savvy. This generation's comfort level with social networks and other Web 2.0 tools is helping to change business communication practices—but is also a source of concern for managers worried about information leaks and employee productivity.

Generation Z (after 1996). If you're a member of Generation Y, those footsteps you hear behind you are coming from Generation Z, also known as Generation I (for Internet) or the Net Generation. The first full generation to be born after the World Wide Web was invented will be entering the workforce soon.

These brief summaries can hardly do justice to entire generations of workers, but they give you some idea of the different generational perspectives and the potential for communication problems. As with all cultural conflicts, successful communication starts with recognizing and understanding these differences.

Questions

a. How would you resolve a conflict between a Baby Boomer manager who worries about the privacy and productivity aspects of social networking and a Generation Y employee who wants to use these tools on the job?

b. Consider the range of labels from the Radio Generation to the Net Generation. What does this tell you about the possible influence of technology on business communication habits?

c. What generational gaps you might experience in Nepal? Write with reference to the text and context.

…The End…

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT
Office of the Dean
Model Question II
ECO 203: Microeconomics for Business (BBA)
Candidates are required to answer all the questions in their own words as for as practicable

Group A: Brief answer question

Attempt all questions.   **(10 × 2 = 20)**

1. How does microeconomics affect business decision making?
2. Define market efficiency.
3. What is price effect?
4. Differentiate between implicit cost and explicit cost.
5. Why does a firm in perfect competition market always get normal profit in long run?
6. What is penetration pricing?
7. Define capital.
8. A price change causes the quantity demanded of a good to decrease by 30 percent, while the total revenue of that good increases by 15 percent. Is the demand curve elastic or inelastic?
9. Find the equilibrium quantity of a firm having marginal revenue function MR = 1000 – 20Q and marginal cost function MC= 100 + 10Q.
10. When a pencil firm employs one more labor, total production of pencil increases by 1500 per month and the market price of the pencil is Rs.5. How much wage will pencil firm pay for the labor for one month to maximize profit?

Group B: Short answer question

Attempt any six questions (6× 5 = 30)

11. "Markets are usually a good way to organize economic activity, moreover, governments can sometimes improve the market outcomes." Elaborate.
12. ABC Garments produces the jeans. The firm sold 1000 jeans at Price Rs. 2000 last year. The firm knows that price elasticity of demand for the jeans is -1.5 and wants to increase the price of the jeans to Rs. 2200 this year. How many jeans will the firm sell this year? Comment on effect of the price rise strategy of the firm on total revenue.
13. Derive demand curve in multiple commodity model by using cardinal approach.
14. Differentiate between fixed cost and variable cost. Give five examples of each fixed and variable cost of garment producing firm.
15. Explain the dominant strategy in game theory.
16. What are the causes to shift the labor demand curve?
17. The demand function of a monopoly firm is Q = 3000 - 0.1P and the cost function is $C = 40Q^2 + 5000000$. Determine equilibrium quantity, price and profit of the firm.

Group C: Long answer questions

Attempt any three questions (3x10=30)

18. What is indifference curve? How does a consumer get equilibrium in indifference curve approach?

19. Consider the chicken meat market of Nepal where large numbers of sellers sell chicken meat to large numbers of buyers. Do you think the chicken meat market of Nepal is perfectly competitive market or monopolistic market? Give your logic in reference of the features of both market structures.

20. Production function of a candy producing firm is $Q = 1000\sqrt{KL}$, wage rate of labor is Rs 20,000, rental rate of capital is Rs 45,000 and price of the product is Rs 100 per packet. Determine optimum number of labor and capital that the firm should use in order to maximize output under given total cost outlay Rs 18,00,000. Also calculate the total output and profit of the firm.

21. How does subsidy policy of government affect market equilibrium? The demand function for a product is $Q_d = 750 - 0.5P$, and supply function is $Q_s = 10 + 1.5P$. Find the equilibrium price and quantity. If the government gives subsidy at the rate of Rs 50 per unit, what will be the effect on equilibrium price and quantity.

Group D: Comprehensive answer/situation analysis question

22. Read the following situation and analyze the questions: (20)

Firms having monopoly power sell the same good to different customers for different prices, even though the costs of producing for the two customers are the same. This practice is called price discrimination. The firms can maximize profit by charging discriminating price rather charging uniform price because the firms, in one hand, convert consumer's surplus to producer's surplus and in another hand increases the number of customers.

Kathmandu Publishers (KP) publishes 'Microeconomics for Business' book targeting BBA students of Nepal. KP's marketing department finds that the book can be sold to campus library and BBA students through book shops. Total market demand of the book is 2500 in Nepal. Demand of campus libraries is 500 hard-cover books and they are ready to pay Rs 700 for a book. Similarly demand of students is 2000 books and book shops are ready to pay price Rs. 350 for the soft-cover books.

Ambikeshwari Books&Stationaries (ABS) is a retail shop of books and stationaries in a small town. It purchases 'Microeconomics for Business' book from the Kathmandu Publishing Company and sales to the students. While selling the book the shop charges different prices for different students ranging from Rs.400 to Rs. 500. The owner of the stationary shop can identify the willingness pay of each students and charges the price accordingly.

Moreover, ABS buys exercise books from wholesale shop and sales them to the students at Rs 50 per piece. But it sales one dozen exercise books at Rs.450 and a half dozen at Rs. 250 for the students who wants to buy many exercise books.

All these pricing strategies of KP and ABS help to increase the profit of the firms.

Questions
   a. Which degree of price discrimination do KP and ABS practice for 'Microeconomics for Business' book and exercise books? Explain with proper reason.
   b. Do all the three situations fulfill the conditions for price discrimination. Justify with reason for each condition.
   c. Does the discriminating pricing policy of KP and ABS help to increase the profit? Explain.
   d. Is it rational to follow price discrimination? Give your critical comments. *[6+6+4+4]*

GROUP'A'(10X2=20)

Brief Answer Question (Attempt all questions)

1. Find the equation of straight line passing through the points (3, 7) and (-8, 1).
2. Find the sum of the series: 4+8+12+........to 20 term.
3. Form the quadratic equation whose roots are $(1 + \sqrt{2}, 1 - \sqrt{2})$
4. Find the point of stationary of $y = x^3 - 9x^2 + 24x - 12$
5. Find the compound interest of Rs 9,000 at 5% for 2 years.
6. Evaluate: $\lim_{x \to \infty} \frac{6x^2 + 7x - 1}{5x^2 + 9x - 6}$
7. If $f\ x\ = x^2 - 11$ and $x_0 = 1$, find x_1 using Newton-Raphson's method.
8. Find the 10th term of the series: 2+4+8+...........
9. Solve for x: $5^{3x+2} = 25^{x-1}$
10. A consumer has an income of Rs 1,200 to spend on the two goods X and Y whose prices are Rs 20 and Rs 50 per unit respectively. What is the slope of budget constraint?

GROUP'B' (6X5=30)

Short Answer Question (Attempt any SIX questions)

11. The difference between the compound interest and simple interest on Rs 18000 for 2 years is Rs 45. Find the rate of interest.
12. The supply function is P=30+0.5Q, calculate the arc price elasticity of supply when price increases from Rs 80 to Rs 90. Calculate the percentage change in quantity supplied in response to price increase of 10% when P=Rs 80.
13. The demand and supply function for a commodity are given by Pd=70-0.0001Q and Ps =16+0.0001Q respectively. Find the consumer's surplus and producer's surplus for two functions.
14. Solve the following system of linear equations:

    $x + y - 2z = -1$, $3x + y - z = 2$, & $5x + 2y + z = 1$
15. A consumption function is modeled by the equation: C= 900(1-e^{-0.3y}), where y represents income level. Estimate the value of of C when y= 10, 15, 20.
16. How much should be paid now for an annuity of Rs 5,000 p.a. payable half yearly for 15 years, allowing compound interest at 5% p.a.
17. Sketch the graph of $y = x^2 + 2x - 8$. Also find the maximum value of y.

Long Answer Questions (Attempt any THREE questions)

18. The following table shows the annual advertising expenditure and annual profit of ABC company:

Annual advertisement Expenditure(in lakhs Rs)	3	5	7	8	6	9
Annual profit (in lakhs Rs)	5	7	9	10	8	10

   a. Find the equation of straight line of profit on expenditure using least square method.
   b. Estimate the annual profit when the annual advertising expenditure is Rs. 15 lakhs and 20 lakhs.

19. Calculate the IRR and NPV for the investment of each of the following projects. Decide which of the projects are viable and rank them in order of their profitability if the market rate of interest is 7%..

	Project A	Project B	Project C	Project D
Outlay now(Rs)	15,000	14,000	18,000	20,000
Return after 1 year (Rs)	15,700	14,300	18,500	20,800

19. In Keynesian macroeconomic model of an economy with no foreign trade, it is assumed that Y=E, E= $C+I_0+G_0$, $C_0=0.75Y_d$, $Y_d=(1-t)Y$ where I_0= Rs. 900m, G_0= Rs. 1200m, tax revenue(T) =0.2Y , t=0.2, Determine the value of (i) equilibrium level of national income algebraically and graphically (ii) equilibrium level of consumption (iii) the tax revenue.

20. The supply and demand equations of a goods are P_s =Q_s+8 and P_d=-3Q_d+80 respectively. The government decides to impose a tax Rs t per unit of goods. Find the value of t that maximizes the government's total tax revenue on the assumption that equilibrium conditions prevail in the market.

Comprehensive Answer Question

21. If the demand function of a company is given by P= 100-Q and its cost function is given by C= 100+5Q+ 4Q^2, where P and Q are price and quantity of goods respectively.
   a. Write down the revenue function and profit function.
   b. Find the maximum revenue.
   c. Find the maximum profit.
   d. Calculate the breakeven point.   (2+6+6+6+=20)

Tribhuvan University
Faculty of Management
Model Question 2022

Full Marks- 100
Pass Marks- 50
Time- 3 Hrs.

BBM/ First Semester/ ENG. 201: English - I

Candidates are required to give their answers in their own words as far as practicable. The figures in the margin indicate the full marks.

Group A
Brief Answer Questions. (10×2=20)

a. What does PT Barnum mean by "be charitable"? (*Advertise Your Business*)
b. Define the term 'imperialism'?
c. What is the major argument of Brigid Brophy in the essay *The Rights of Animals*?
d. How is the triangular relationship depicted in the play *The Stronger*?
e. What do *here* and *there* refer to in the poem *Here I Love You*?
f. Write the negative adjectives of the following verbs:
  1. notice   2. offend
g. Complete the following sentences using the *infinitive* form of the verb given in bracket.
  1. I didn't remember (invite) my neighbor to my barbecue so…… .
  2. I wish for once you'd stop (think) about …….. .
h. Put the verbs in brackets into an appropriate form.
  1. Do you think most office workers …….. (work) from home by 2025?
  2. How likely is it that ordinary people …… (use) robots to do domestic tasks in their houses in the very near future?
i. Use the appropriate preposition and complete the following sentence:
  1. Satff are blaming one of the pupils….. smashing the classroom windows.
  2. Maria accused her boyfriend…. seeing her best friend behind her back.
j. Complete the following sentences in an appropriate form of *don't need to* and the verb in brackets:
  1. Look, there's no one else on the tennis courts. We …… (bother) to book one in advance.
  2. Apparently there are still plenty of tickets left for this year's festival, so we ….. (worry) about getting hold of some.

Group B
Short Answer Questions (Any Six) (6×5=30)

a. How does the story *Popular Mechanics* show the condition of contemporary society full of communication failure between husbands and wives. Explain with reference to the story.
b. Rewrite the following sentences using reduced clauses with the information given below.
  1. The Shard, which was completed in 2012, is the tallest building in the European Union.
  2. If they are washed with care, woolen sweaters will retain their shape.
  3. They hoped to confirm the suspect's part in the robbery so the detectives arranged an identity parade.
  4. The winner crosses the finishing line and he raises his hands in triumph as he does so!

5. The explorer will undergo final medical checks and then he will set out on his polar expedition.
c. The speaker of *The Fly* ends by resoning that life means thought, or consciousness. What does William Blake mean by this statement? How does the poet bring about the similarity between a fly and a human being.
d. Discuss *The Lunatic* as a protest poem.
e. Description of *The Clock Tower* and characterization of the "senior vet" seem to merge into the fabric of the poem. How successful is the poet in providing a realistic image?
f. Complete the following sentences with the correct prepositions.
    1. The Industrial Revolution resulted ………… dramatic changes to the structure of society.
    2. It is essential for journalists to check the source ………. All the information they receive.
    3. Overeating can lead …….. health problems in later life.
    4. Within days of taking the antibiotics, there was a dramatic effect ……. Her condition.
    5. The authorities are keen to discover who was responsible ……… the destructive of the ancient monument.
g. Use the appropriate word (the first letter of the word is given) to complete the following sentences that make meaningful phrases.
    1. There are many things which make life w…….. living.
    2. The idea that working towards goals was problematic apparently o……. with Aristotle.
    3. I'm afraid we will never agree on this m…… .
    4. There must be things in life which are valuable in their own r……… .
    5. Not everything can be a m…… to an end.

Group C
Long Answer Questions (Any Three) (3×10=30)
a. Write an email to your friend explaining that you are urgently in need of a job that suites your qualification. In your email request your friend to refer a relevant position where you could earn and learn the professional skills.
b. Write a five paragraph essay on "Gender Based Violence in Nepal". You can support your argument relating to the contemporary issue of sexual violence cases reported recently. Follow the standard essay writing format as discussed in the Writing Guide of *Cambridge Advanced Result* .
c. How does Susan Sontag argue that a separation of appearance from reality has devalued the concept of beauty and, in the process oppressed women. Explain with reference to the essay *Beauty*.
d. How does Plato use the two rhetorical techniques of allegory and dialogue in the essay *The Allegory of the Cave*? Discuss the meaning the strengths and weaknesses of   There was a practice of killing street dogs by the Kathmandu Municipality in the past. Now they have stopped doing it. Do you think the policy makers have reqalized the rights of animals? Explain with reference to the essay you have read. (*The Rights of Animals*)
Group D
Case Studies (6+8+6=20)

Read the following case and answer the question asked below:

Anita met Nikita at the beginning of the school year. Anita was drawn to Nikita because she seemed confident and positive. Over several months, the two of them became good friends, sharing high and low points about school, family, and dates.

Two months ago, Nikita started dating Rabi, a man who dropped out of college after two years and who now works as a waiter. At first, Nikita seemed happy with Rabi, but then she started changing. She's become less extroverted and a lot less positive.

Often, when Anita suggests doing something together, Nikita says she can't because Rabi might come over or call, and he doesn't like her not to be available to him. When Anita sees them together, she notices that he doesn't treat her with respect and often criticizes her harshly. For example, when Nikita said something to Rabi when he was on his cell phone, he shouted, "Don't talk to me. I'm on the phone." Later, when Nikita dropped some papers, Rabi said harshly, "You are so clumsy!"

Anita is concerned that Nikita may be in a relationship that is verbally and physically abusive. Anita thinks that Rabi is damaging Nikita's self-concept, and she wants to help.

Anita: I'm just worried about you. I don't like the way he treats you.

Nikita: Because he called me clumsy? I am clumsy, and besides, if I do something stupid, I can't expect him not to notice.

Anita: But he doesn't show any respect for you at all.

Nikita: Well, he's a guy. He says what he's thinking. I know a lot of people's boyfriends like that. Besides, I don't think there's anything wrong with Rabi. I think I just have to stop doing things that make him mad.

Issues:

   I.   If you were Nikita's friend, what responsibilities would you have, if any, for helping her?
  II.   If you were Rabi's friend, what might you say to alter his behaviors?
 III.   Does communication differ according to gender? Discuss with reference to the case above.

…The End…

Faculty of Management

Tribhuvan University

Model Question - 2022

MGT 231: Foundations of Business Management   **FM: 100**

BBA/ BBM/BIM/ I Semester   **Time: 3 hrs**

Students are encouraged to give their answers in their own words. Figures in the margin indicate full marks.

Group A

Brief Answer Questions   **10*2 = 20**

1. Who are line managers?
2. Define the term 'derivative planning'.
3. State any two contributions of Hawthorne studies.
4. List out any four features of the Friedman Doctrine of Social Responsibility.
5. Point out any four techniques to improve effectiveness of decision making.
6. List out two advantages of decentralization of authority.
7. Define organizational culture.
8. Write the full form of PEST, ISO, TQM and QWL.
9. What do you mean by team conflict?
10. State four problems in agriculture sector business in Nepal.

Group B

Short Answer Questions: Attempt any SIX questions   **6*5 = 30**

11. State and explain the basic managerial roles of managers.
12. Describe in brief different roots of unethical behavior in business.
13. Explain in brief the planning process in organization.
14. Explain the importance of organizational culture for business success.
15. What different barriers are common in effective communication? Describe
16. Why there is need of team formulation in any organization? Explain
17. How the challenges can be reduced in service sector business in Nepal? Explain

Group C

Long Answer questions: Attempt any THREE questions   **(3*10 =30)**

18. Managers should not stick on particular theory or principles. Based on the statement, critically evaluate the application of contingency theory of management.

19. Discuss the emerging issues in organization design and architecture adopted by Nepalese organization.
20. There must be an effective analysis of business environment before starting a business. Michel E. Porter has also suggested a framework for industry analysis. Sketch the application of the Porters' Five Forces model for analyzing the industry.
21. Critically examine the major problems of Nepalese business.

Group D

Comprehensive question /Case analysis /Situation analysis question   **(4*5 = 20)**

22. *Read and analyze the following case carefully and answer the questions given below:*

ABC Pvt. Ltd. was established 12 years back in Kathmandu with an initial investment capital of Rs. 16 m. to produce footwear in Nepal. ABC used to import all the raw materials and few from China. Main designers are from India. ABC expanded its business steadily over the years and covered almost all the cities of Nepal and also in India. Its annual turnover was around Rs. 2.7 million last year which was 20% more than the previous year. Except during the major time of Covid-19 pandemic, ABC continued its business.

Mr. Shrestha conducts the executive functions of the company as the General Manager but the company has no departmental managers. All these areas are under the supervision of Mr. Thapa, salaried employee as manager, monthly salary Rs. 30 thousands. He is responsible for overall activities of the company. However, he maintains own filing, secretarial, mailing, and production functions.

A junior level part time staff is in charge for finance and accounting activities of the company. All the decisions regarding purchasing, receiving, storing, account payable, factory payroll, cost accounting, and dispatching are control by Mr. Thapa. There are five office assistants who take care of sales, advertising, credit and accounts receivable but they have no fixed responsibilities.

The General Manager of the company has recently been overwhelmed by the difficulty of obtaining various information and customer care efforts. Whenever information is needed, several different sources must be contacted, and much time is wasted locating the information. The General Manager is also beginning to notice idle equipment in the office and delays in the preparation of important operating reports. Customers have regularly complaining about delay in delivery, wrong delivery of the product they order, and frequent problems in account payments. He also noticed that the employee turnover is increasing.

The General Manager recently had a meeting with the all the employees of the company. Many employees expressed their dissatisfaction with Mr. Thapa as he does not consult with

them and they have no direct reporting system. Mr. Thapa claims that there are many issues with individual employee of gossiping and intimidating.

Questions:

a. What major problem areas can you identify in this case? What can be the probable causes for conflict between Mr. Thapa and other employees? Explain

b. Trace the decision making process in ABC. What problems do you diagnose in decision making process? Mention

c. Make a SWOT analysis of the business related in the above case.

d. Sketch new organizational structure to restructure the organization for solving existing problem.

………………………………………..

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT
Office of the Dean
Model Question-I
ECO 203: Microeconomics for Business (BBM)

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

Group "A"

Brief Answer Questions: *[10 × 2 = 20]*

1. What is business economics?
2. State any four causes for a leftward shift of the supply curve.
3. Let, the cross elasticity of demand between Pepsi and Coke, $e_{xy} = 0.8$. Interpret the result.
4. Why does TVC increase at an increasing rate when MC increases?
5. What will be the ratio of marginal utilities of two goods when MRS = 3?
6. What are the assumptions of indifference curve analysis?
7. What is economic rent?
8. Give any four examples of an oligopoly market in Nepal.
9. Calculate the wage rate of labor in a perfectly competitive market if the marginal product of labor is 500 and the market price of the product is Rs 20.
10. Draw demand curve for a competitive firm.

Group "B"

Short Answer Questions: (answer any SIX)   *[6 × 5 = 30]*

11. Explain the uses of microeconomics in business decision-making.
12. Let, a firm has cost function, $C = 100 + 12Q^2$, and demand function, $P = 200 - 8Q$
    i. Compute TFC and derive TVC, AVC, AC, and MC functions.
    ii. Does the firm stay in business at the output (Q) = 12 units? Give reasons.
13. Explain the price effect for substitutes.
14. Explain the concept of incremental cost pricing with suitable examples.
15. People face trade-offs. Justify with examples
16. Describe the characteristics of monopoly.
17. Find the equilibrium level of quantity, price, consumer's surplus, and producer's surplus if demand function is $Q = 1500 - 25P$ and supply function is $Q = -750 + 25P$. What will be the price elasticity of demand at equilibrium?

Group "C"

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

18. Derive and define LAC? Why is it U-shaped?
19. Let, production function, $Q = 100 \sqrt{LK}$ price for use of capital (r) = Rs 50, price of use of labor (w) = Rs 40, price of the product (P) = Rs 2, total cost outlay(C) = Rs 1000. Compute marginal productivities of two inputs and the equilibrium level of labor and capital that maximize output and the maximum output and profit.
20. Explain the factors that cause wage differentials.
21. Consider the following demand schedule

Points	A	B	C	D	E

Price of X	8	6	4	2	0
Quantity of X	0	10	20	30	40

a. Calculate the price elasticity of demand at movement from B to D and D to B by proportion method.
b. Calculate the price elasticity of demand at midway between B and D, and D and B.
c. Why is the arc method considered the best method for measuring price elasticity of demand than the proportion method?

Group "D"

Comprehensive Answer Questions: [20]

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

Nepal does not seem to yield the expected outcome in agricultural products although more than 55% of the population is engaged in it. Animal husbandry is one of the popular professions of the farmers in Nepal. Dairy and meat are the basic consumable products the farmers supply to the public in general. Entrepreneurs are concentrated more on dairy than meat items. The unmanaged slaughtering system and the majority of local retailer butchers might be the reasons for less focus on the large-scale investment in meat products.

However, the investment in dairy products was encouraging since there were altogether 280 dairy firms in 2013 AD. Following the trend two of the BBM graduates, who opted for entrepreneurship, began the 281th dairy firm in Nepal in 2016. It was encouraging that only a few firms were operating under a loss situation and most of them were realizing normal and super-normal profits in a short period. So as the firms operating below the excess profit were also found more enthusiastic to earn excess profit in the long run. Thus, those investors have adopted multiple ways of advancing and improving themselves by introducing different measures such as professional empowerment training to the managers, breakthrough in the use of technology, and adaptation of available measures of improvement as much as possible.

However, in the long run, they experienced a gradual decline in profit and realized normal profit only with the utilization of plants in their sub-optimal capacity. This phenomenon is experienced by all of the 281 dairy firms. A gradual decline in the industry was the major cause of fear among dairy investors. The successful practice of mergers of the financial institutions encouraged dairy firms to follow the same. Finally, they decided to merge with the hope of synergy.

Dairy firms anticipated that the merger will help to eliminate wastes of competition and remain few competitors in the dairy industry causing the imperfect market competition less vulnerable and enlarging the market share of each firm. Finally, with an expectation to resume their business with higher returns diary firms have decided to get into collusion and they decided to operate only one diary in each state (i.e remain only 7 dairy firms in the county) with a view of creating a monopoly within the territory of each state.

However, their fortunate days did not last for long; once again their ill fate of gradual decline began making them realize merely a normal profit. Then they came up with the conclusion that in return their investments in dairy products could give super-normal profit in the short-run only. In the long run, it is always difficult to retain the same. Thus, once again, being hopeful, to uplift their business they decided to adopt a policy of price discrimination instead of following uniform pricing. They eagerly expect a positive

outcome that they could avoid the problems they have experienced in past in all dairy items such as Milk, Ghee, Cheese, Paneer, Sweets, etc.

Questions:

a. Identify the market structure for the dairy business before mergers with proper reasons.

b. Why do dairy firms compel to realize normal profit in long run in their sub-optimal capacity? Give reasons.

c. How does the firm follow the policy of price discrimination?

d. Is it rational to follow price discrimination in dairy products? Give your critical comments.

Model Question 2022
BIM/ First semester/Basic Mathematics

Full Marks: 100, Pass Marks: 50
Time:3 hrs
GROUP'A'(10X2=20)

Brief Answer Question (Attempt all questions)

1) If A= {1,2,3,4,5,6,7}, B= {4,5,6,7,8,9,10} , then find A – B and B-A .

2) Express the following complex number into polar form: $Z = 1 + i\sqrt{3}$

3) Rewrite the following using absolute value sign $-3 \le x \le 9$

4) Evaluate: $\lim_{x\to\infty} \frac{3x^2+3x-1}{2x^2+5x-6}$

5) Show that the following pair of vectors are orthogonal $-3i +3j -2k$ and $5i +7j +3k$ where i ,j & k are any vectors.

6) Find $\frac{dy}{dx}$ of $x^2 - y^2 = a^2$

7) Find $5A^T$, where A= $\begin{matrix} 3 & 2 & 6 \\ 4 & 5 & 7 \end{matrix}$.

8) Find the area of curve bounded by x-axis and ordinates of $y = 2x^2$ from $x_1 = 1 \ and \ x_2 = 2$.

9) Solve following differential equation: $\frac{dy}{dx} = 2x + 1$

10) Find the value of determinant: $\begin{matrix} 4 & 7 & 2 \\ 4 & 5 & 2 \\ 6 & 4 & 3 \end{matrix}$

GROUP'B' (6X5=30)

Short Answer Question (Attempt any SIX questions)

11) (a) Express the following complex number in the form of $a + ib$ and find the modules $z = \frac{2- \sqrt{-25}}{1- \sqrt{-36}}$

   (b)Find the square roots of complex number $z = 2 + i2\sqrt{3}$

12) A function f(x) is defined as:

f(x) = $\begin{matrix} 2x^2 & for \ x < 2 \\ 5 & for \ x = 2 \\ 4x & for \ x > 2 \end{matrix}$

Is the function continuous at x= 2? If not, how can you make it continuous?

13) If $x = \frac{ax-2}{x+b}$, $\lim_{x \to 0} f(x) = 1 \ and \ \lim_{x \to \infty} f(x) = 3$,show that f(6) = 4.

14) Find $\frac{dy}{dx}$ of the following function: (a) $Y = \frac{1}{\sqrt{x+2}- \sqrt{x-2}}$ (b) $y = \frac{e^x}{1+x}$

15) Evaluate the following integrals:

(a) $\int \frac{1}{x(1+logx)} dx$ (b) $\int (x^2 + 1)e^x dx$

16) Prove or disprove the vectors $-a + 4b + 3c$, $2a - 3b - 5c$ and $2a + 7b - 3c$ are coplanar, where a, b & c are any vectors.

17) Solve the following homogeneous differential equations:

$$2xy\frac{dy}{dx} = x^2 + y^2$$

GROUP 'C'(3X10=30)

Long Answer Questions (Attempt any THREE questions)

18) In a group of students, 24 read mathematics, 28 read statistics and 22 read economics, 12 read mathematics only, 14 read statistics only, 11 read mathematics and statistics only and 11 read statistics and economics only. How many students read (i) all the subjects (ii) mathematics and economics only (iii) economics only (iv) all together? Represent all the sets in Venn diagram.

19 The following table shows the yearly expenditure of a family:

year	2015	2016	2017	2018	2019	2020	2021
Expenditure (Rs millions)	15	17	18	20	19	21	22

Obtain the equation of line by least square method. Also estimate the expenditure of the family for the years 2022 and 2023.

20) There are three brands of fertilizers, A, B and C in a market. Fertilizer A contains 1 unit of nitrate, 2 units of potash and 3 units of phosphate. Fertilizer B contains 3 units of nitrate, 1 unit of potash and 2 units of phosphate. Fertilizer C contains 2 units of nitrate, 3 units of potash and 1 unit of phosphate. If 11 units of nitrate, 10 units of potash and 9 units of phosphate are necessary for a field, how much each type of fertilizers required for it. (Use Crammer's rule or Inverse matrix method)

21) The demand and supply function under perfect competition are $Pd = 120 - 4Q$ and $Ps = -60 + 5Q$ respectively, where P and Q denote price and quantity. Find the consumer's surplus, producer's surplus and total surplus.

GROUP'D'(1X20=20)

Comprehensive Answer Question

22) Let the total cost function of a firm be given as: $C(x) = 300x - 10x^2 + \frac{1}{3}x^3$, where x is an output.
(i) Find the minimum value of the marginal cost function.
(ii) Find the minimum value of average cost function.
(iii) Find the output at which marginal cost is equal to average cost.
(iv) Show that the marginal cost and average cost are equal at the minimum average cost. (6+6+6+2)

Model Question (IT 232: C Programming)

Group A

Brief answer questions:
Attempt all questions.   **(10 X 1=10)**
1. Define algorithm.
2. What is preprocessor directive?
3. Differentiate between scanf() and gets()?
4. What is conditional operator?
5. Differentiate between break and exit().
6. How to initialize two-dimensional matrix?
7. What is function prototype?
8. What is the use of double pointer?
9. Differentiate between array and structure.
10. List out the different modes of file in file handling.

Group B

Short Answers Questions
Attempt any five questions.   **(5 × 3= 15)**
11. Write a program to check if the input given by the user is divisible by 5 or 7.
12. Write a program that uses a while loop to compute and prints the sum of given numbers of cubes. For example, if 3 is input, then the program should print 36, which is equal to $1^3+2^3+3^3$.
13. Write a program to read a line of text and display the number of vowels in it.
14. Write a program that takes string as input and displays the length of it.
15. Write a program to compute the factorial of number entered by the user using recursion.
16. Write a program to draw a triangle using graphics function.

Group C

Long Answer Questions
Attempt any three questions.   **(3× 5= 15)**
17. Explain the different logical operators in detail.
18. How array can be passed as function arguments? Illustrates with suitable example.
19. What do you mean by dynamic memory allocation? Explain the use of malloc() and free() functions with suitable example.
20. Write a program to create and write N numbers in a file "Number.txt". Open this file to then read its contents and write all positive numbers in the file "Positive.txt" and all negative numbers in the file "Negative.txt."

Group D

Comprehensive Questions
Attempt all questions.   **(2 × 10 = 20)**
21. Why looping is used in programming? Explain different looping statement with appropriate example.
22. What is structure? How is it different from union? Create a structure "Student" having data members name, roll_nmber and percentage. Write a program to display the name of all students having percentage greater than or equal to 80.

Tribhuvan University
Faculty of Management
Model Question 2022

Full Marks- 100
Pass Marks- 50
Time- 3 Hrs.

BIM/ First Semester/ ENG. 201: English - I

Candidates are required to give their answers in their own words as far as practicable. The figures in the margin indicate the full marks.

Group A
Brief Answer Questions. (10×2=20)

a. What is the general context of "New Nepal"?
b. Define the term 'imperialism'?
c. What etiquette should the human being exhibit in the natural world? (*The Etiquette of Freedom*)
d. Define the terms *metaphor* and *metonymy*. (*Light My Lucky*)
e. What does the metaphor "Angel in the House" stand for? (*Professions for Women*)
f. Rewrite the following sentences in direct speech:
    1. Critics said it was likely that the new film would break box-office records.
    2. My doctor told me I'd feel much better if I did some exercise.
g. Complete the following sentences using the appropriate form of *can/able to*.
    1. Sorry I …… get out to meet you last night but but I had to babysit for some friends.
    2. One day, we ……..cure many common illnesses.
h. Give the past participle form of the following irregular verbs:
    1. bite   2. bring
i. Write the missing words is the following sentences. The first letters are given.
    1. Heavy rain caused a l………. after many trees on the hillside had been felled.
    2. A severe f…… in the south of the country left thaousands starving.
j. Complete the following sentences in an appropriate way:
    1. If only I …….. go out tonight. The football Cup Final is on TV.
    2. I do wish you …… more carefully. I've said the same thing three times already.

Group B
Short Answer Questions (Any Six) (6×5=30)

a. Discuss "Here I Love You" as a love poem. (*Here I Love You*)
b. Find the odd word and write it down from the following word groups:

1.	soundtrack	subtitles	easel
2.	canvas	plot	chapter
3.	lyrics	tune	sketch
4.	clip	premiere	gallery
5.	stage	landscape	rehearsal

c. What gender roles should a daughter perform in Nepal? Explain. (*Girl*)
d. Has God created the universe in jest or in earnest? Give reasons for your answer. (*Jest and Earnest*)
e. Explain the moral of the folktale "*The Hundredth Dove.*"
f. Use an appropriate word to complete the inversions in the following sentences:
    1. No sooner…….. the firemen extinguished one forest fire than another started.

2. *Never before* ……. I been so petrified as when I did a parachute jump.
3. I suspect tha *only* much later from now ……. we find out the cause of the explosion.
4. *Little* ……… we know at the moment where the ability to clone humans might lead.
5. *Under no circumstances* ………… passengers permitted to smoke on the flight.

g. Complete the following sentences using the correct form of the verbs in brackets.
1. His back was aching because he…….(dig) in the garden all day.
2. ……(your father/ work) abroad at present?
3. Maria left college early today because she ……..(have) a dental appointment an hour ago.
4. As soon as it stops raining, we …….(take) the dog for a walk.
5. My neighbor couldn't stop because his bus ……… (leave) and he didn't want to miss it.

Group C
Long Answer Questions (Any Three) (3×10=30)

a. You are on the planning committee representing Nepal for an international cultural festival in London. Write a proposal for the festival organizer suggesting what should be included in the festival to represent the culture of Nepal and explaining why you think the aspects you have choses would be of special interest.
b. Write a five paragraph essay on "Use of Environment friendly means of Transportation in the 21st Century". Follow the standard essay writing format as discussed in the Writing Guide of *Cambridge Advanced Result* .
c. How does the speaker move between concepts of freedom and bondage in the poem? Explain "The Parrot in the Cage" as a symbol of Nepalese Society under the Rana Regime. (*The Parrot in the Cage*)
d. There was a practice of killing street dogs by the Kathmandu Municipality in the past. Now they have stopped doing it. Do you think the policy makers have reqalized the rights of animals? Explain with reference to the essay you have read. (*The Rights of Animals*)

Group D
Case Studies (6+8+6=20)

Read the following case and answer the question asked below:

Staying tuned in to a customer's concerns is the number one focus of proposal writers at Hewlett-Packard. A proposal today, especially in a global environment, involves more than merely supplying a product. Mary Piecewicz, at Hewlett-Packard, says, "It's more like a marriage between two companies. Before we can write a proposal, we need to be detectives and learn as much as possible about the potential partner." HP begins searching for information. From the customer's annual report, news release, industry reports, and other

sources, HP detectives search for specifics about its products, strategies, and company culture. What hot buttons is the company likely to respond to?

In organizing proposals, HP always responds to the customer's outline. If the customer doesn't specify a plan, proposals are arranged as follows: Section 1 includes the executive summary, which is the most important part of the proposal. It spotlights the hot buttons and the proposal criteria set forth in the request for proposal (RFP). Section 2 covers specifications and technical descriptions. Section 3 lists costs, terms, and conditions. Section 4 presents supplemental literature, including generic resume and staff qualifications. Authorization to proceed is usually discussed after receipt of the proposal. In this way customers are able to negotiate the formal agreement with the sales account manager.

Because of its importance, the executive summary gets special attention. It may open with a brief history of HP, but its primary focus is on the customer's needs. "We address every customer issue and specify our 'differentiators,'" explains Piecewicz. "What makes HP stand out from our competitors? The executive summary is really the selling tool in our proposals, and we spend the most time on it."

Questions:
 i.   Why is it Important to become a "detective" before beginning to write a proposal?
 ii. If Hewlett-Packard were preparing a proposal for a Fortune 500 company, what kinds of information, and where should the proposal team investigate? Where could it find such information?
 iii. What is the most important part of an HP proposal, and what should it include?

…The End…

Model Question (IT 231: Foundation of Information Technology)
Group A

Brief answer questions:
Attempt all questions.   (10 × 1=10)
1. List out the characteristics of computer.
2. How information technology affects businesses.
3. What is cache memory?
4. What do you mean by system software?
5. Define protocols in computer in network.
6. Why ftp is used?
7. Define sequential data processing.
8. Define encryption process.
9. Define a database management system.
10. What is cloud computing?

Group B
Short Answers Questions
Attempt any five questions.   (5 × 3= 15)
11. Explain the general-purpose computer with block diagram in brief.
12. Discuss characteristics of third generation of computers.
13. Why cyber law is essential? Explain.
14. Explain about computer bus.
15. What is artificial intelligence? Discuss the application areas of artificial intelligence.
16. Describe the different types of database models in brief.

Group C
Long Answer Questions
Attempt any three questions.   (3× 5= 15)
17. What is primary memory? Discuss the different types of primary memory.
18. What is network topology? Describe the different types of network topology.
19. Define IP address with example. What are the benefits of using domain name?
20. What is multimedia? Discuss the different elements of multimedia system.

Group D
Comprehensive Questions
Attempt all questions.   (2 × 10 = 20)
21. What do you mean by guided and unguided transmission media? Describe the different types of guided and unguided transmission media in brief?
22. What is operating system? List out the different types of operating system. Explain the different functions of operating system.

Faculty of Management

Tribhuvan University

Model Question - 2022

MGT 231: Foundations of Business Management   **FM: 100**

BBA/ BBM/BIM/ I Semester   **Time: 3 hrs**

Students are encouraged to give their answers in their own words. Figures in the margin indicate full marks.

Group A

Brief Answer Questions   **10*2 = 20**

1. Who are line managers?
2. Define the term 'derivative planning'.
3. State any two contributions of Hawthorne studies.
4. List out any four features of the Friedman Doctrine of Social Responsibility.
5. Point out any four techniques to improve effectiveness of decision making.
6. List out two advantages of decentralization of authority.
7. Define organizational culture.
8. Write the full form of PEST, ISO, TQM and QWL.
9. What do you mean by team conflict?
10. State four problems in agriculture sector business in Nepal.

Group B

Short Answer Questions: Attempt any SIX questions   **6*5 = 30**

11. State and explain the basic managerial roles of managers.
12. Describe in brief different roots of unethical behavior in business.
13. Explain in brief the planning process in organization.
14. Explain the importance of organizational culture for business success.
15. What different barriers are common in effective communication? Describe
16. Why there is need of team formulation in any organization? Explain
17. How the challenges can be reduced in service sector business in Nepal? Explain

Group C

Long Answer questions: Attempt any THREE questions   **(3*10 =30)**

18. Managers should not stick on particular theory or principles. Based on the statement, critically evaluate the application of contingency theory of management.

19. Discuss the emerging issues in organization design and architecture adopted by Nepalese organization.
20. There must be an effective analysis of business environment before starting a business. Michel E. Porter has also suggested a framework for industry analysis. Sketch the application of the Porters' Five Forces model for analyzing the industry.
21. Critically examine the major problems of Nepalese business.

Group D

Comprehensive question /Case analysis /Situation analysis question (4*5 = 20)

22. *Read and analyze the following case carefully and answer the questions given below:*

ABC Pvt. Ltd. was established 12 years back in Kathmandu with an initial investment capital of Rs. 16 m. to produce footwear in Nepal. ABC used to import all the raw materials and few from China. Main designers are from India. ABC expanded its business steadily over the years and covered almost all the cities of Nepal and also in India. Its annual turnover was around Rs. 2.7 million last year which was 20% more than the previous year. Except during the major time of Covid-19 pandemic, ABC continued its business.

Mr. Shrestha conducts the executive functions of the company as the General Manager but the company has no departmental managers. All these areas are under the supervision of Mr. Thapa, salaried employee as manager, monthly salary Rs. 30 thousands. He is responsible for overall activities of the company. However, he maintains own filing, secretarial, mailing, and production functions.

A junior level part time staff is in charge for finance and accounting activities of the company. All the decisions regarding purchasing, receiving, storing, account payable, factory payroll, cost accounting, and dispatching are control by Mr. Thapa. There are five office assistants who take care of sales, advertising, credit and accounts receivable but they have no fixed responsibilities.

The General Manager of the company has recently been overwhelmed by the difficulty of obtaining various information and customer care efforts. Whenever information is needed, several different sources must be contacted, and much time is wasted locating the information. The General Manager is also beginning to notice idle equipment in the office and delays in the preparation of important operating reports. Customers have regularly complaining about delay in delivery, wrong delivery of the product they order, and frequent problems in account payments. He also noticed that the employee turnover is increasing.

The General Manager recently had a meeting with the all the employees of the company. Many employees expressed their dissatisfaction with Mr. Thapa as he does not consult with

them and they have no direct reporting system. Mr. Thapa claims that there are many issues with individual employee of gossiping and intimidating.

Questions:

a. What major problem areas can you identify in this case? What can be the probable causes for conflict between Mr. Thapa and other employees? Explain

b. Trace the decision making process in ABC. What problems do you diagnose in decision making process? Mention

c. Make a SWOT analysis of the business related in the above case.

d. Sketch new organizational structure to restructure the organization for solving existing problem.

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