

MID-WESTERN UNIVERSITY  
EXAMINATIONS MANAGEMENT OFFICE  
FINAL EXAMINATION 2019  
BACHELOR IN BUSINESS ADMINISTRATION (BBA)  
SEMESTER -IV

R.No.....

Subject: Organizational Behavior  
Full Marks: 100

Course Code: MGT 341  
Time: 3 Hours

**SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)**

*Tick the best answers.*

- Q1. An individual high in .....is pragmatic, maintains emotional distance, and believes” ends can justify means”.
- a. machiavellianism  
b. narcissism  
c. self -monitoring  
d. core self - evaluation
- Q2. ....refers to preferable modes of behavior.
- a. Terminal values  
b. Instrumental values  
c. Generational values  
d. None
- Q3. Learning brings relatively.....change in human behavior or performance resulting from experience or practice.
- a. temporary  
b. permanent  
c. no  
d. both temporary & permanent
- Q4. .... is judging someone on the basis of characteristics of the group to which he/she belongs.
- a. Halo effect  
b. Contrast effect  
c. Stereotyping  
d. Selective perception
- Q5. Decision- making process is mostly guided by the..... of decision maker.
- a. personality  
b. attitude  
c. values  
d. perception
- Q6. Managers believe employees can view work as being as natural as rest or play, and therefore the average person can learn to accept, and even seek responsibility. This is the assumption of:
- a. Theory X  
b. Theory Y  
c. Herzberg Theory  
d. Expectancy Theory
- Q7. Conflict is a.....
- a. attitude  
b. beliefs  
c. perception  
d. none
- Q8. Problem solving, super-ordinate goals, avoidance, smoothing are examples of .....
- a. conflict stimulating techniques.  
b. conflict resolution technique  
c. both 'a' and 'b'  
d. none
- Q9. ....is a formal dispute between an employee and management on the conditions of employment
- a. Conflict  
b. Stress  
c. Grievance  
d. None
- Q10. Which is the correct sequence in the group development stages?
- a. Forming- Norming- Performing- Adjourning- storming  
b. Storming- Norming- Forming- performing- Adjourning  
c. Forming- Storming- Norming- Performing- Adjourning  
d. Norming- Performing- Adjourning- Forming- Storming

- Q11. Contingency variables identified by Fiedler are.....
- a. leader- member relation
  - b. task structure
  - c. positional power
  - d. all of the above
- Q12. The tendency of an individual to expend less effort in group than individually is referred to as...
- a. group norms
  - b. group cohesiveness
  - c. conformity
  - d. social Loafing
- Q13. According to Hersey & Blanchard, when followers are unable but willing to do the necessary job task then which leading style would be appropriate?
- a. Telling
  - b. Selling
  - c. Delegating
  - d. Participating
- Q14. Factors that determine Stress level of an individual include
- a. perception
  - b. experience
  - c. self- efficacy
  - d. all
- Q15. Sources of organizational resistance to change include;
- a. threats to expertise
  - b. structural Inertia
  - c. fear of unknown
  - d. both a & b



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*You are required to answer in your own words as far as applicable. The figures in the margin indicate full marks.*

**SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)**

*Answer any EIGHT questions:*

- Q1. What is Organizational Behavior (OB)? Why managers need to have an understanding of OB? Discuss. [2+3]  
Q2. What is the link between perception and decision making? How does one affect the other? [2.5+2.5]  
Q3. How do Big Five traits predict behavior at work? Discuss. [5]  
Q4. Define learning? Discuss about Operant Conditioning Theory with appropriate examples. [2+3]  
Q5. Discuss how a manager can motivate employees in an organization by using Herzberg's Two Factor Theory. [5]  
Q6. Define stress. Is it always negative in value? Present your viewpoint in brief. [2+3]  
Q7. Define organizational change. Describe the forces of change. [2+3]  
Q8. Are leaders born or made? Present your viewpoint. [5]  
Q9. What are Grievances? Mention some benefits of grievance handling. [2+3]  
Q10. Write short notes on: [2.5+2.5]  
a. Behavior modification                      b. Social loafing

**SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)**

*Answer any THREE questions:*

- Q11. What are the challenges and opportunities for managers in using OB concepts? Discuss. [5+5]  
Q12. How does the leader influence the behavior of followers towards goal achievement? Explain with reference to the Path-Goal Theory of leadership. [6+4]  
Q13. Define Group. Explain the stages of Group development. [3+7]  
Q14. What is conflict Management? Discuss the various techniques of conflict management in an organization. [3+7]  
Q15. What is organization Development? Discuss the various techniques of organization development? [3+7]

**SECTION D: CASE STUDY (15 MARKS)**

**Q16. Read the following case and answer the questions:**

It wasn't long ago that products from Apple, perhaps the most recognizable name in electronics manufacturing around the world, were made entirely in America. This is not so anymore. Now, almost all of the approximately 70 million iPhones, 30 million iPads, and 59 million other Apple products sold yearly are manufactured overseas. This change represents more than 20,000 jobs directly lost by U.S. workers, not to mention more than 700,000 other jobs and business given to foreign companies in Asia, Europe, and elsewhere. The loss is not temporary. As the late Steven P. Jobs, Apple's iconic co-founder told President Obama, "Those jobs aren't coming back."

At first glance, the transfer of jobs from one workforce to another would seem to hinge on a difference in wages, but Apple shows this is an oversimplification. In fact, paying U.S. wages would add only \$65 to each iPhone's expense, while Apple's profits average hundreds of dollars per phone. Rather, and of more concern, Apple's leaders believe the intrinsic characteristics of the labour force available to them in China- which they identify as flexibility, diligence, and industrial skills- are superior to those of the U.S. labour

force. Apple executives tell stories of shorter lead times and faster manufacturing processes in China that are becoming the stuff of company legend. "The speed and flexibility is breath taking," one executive said. "There's no American plant that can match that." Another said, "We shouldn't be criticized for using Chinese workers. The U.S. has stopped producing people with the skills we need."

Because Apple is one of the most imitated companies in the world, this perception of an overseas advantage might suggest that the U.S. workforce needs to be better led, better trained, more effectively managed, and more motivated to be proactive and flexible. If U.S. (and western European) workers are less motivated and less adaptable, it's hard to imagine that does not spell trouble for the future of the American workforce. Perhaps, though, Apple's switch from "100% Made in the U.S.A." to "10% made in the U.S.A." represents the natural growth pattern of a company going global. At this point, the iPhone is largely designed in the United States (where Apple has 43,000 employees); parts are made in South Korea, Taiwan, Singapore, Malaysia, Japan, Europe, and elsewhere; and products are assembled in China. The future of at least 247 suppliers worldwide depends on Apple's approximately \$30.1 billion in orders per quarter.

As maker of some of the most cutting-edge, revered products in the electronics marketplace, perhaps Apple serves not as a failure of one country to hold onto a company completely, but as one of the best examples of global ingenuity.

**Questions:**

- a. What are the pros and cons for local and overseas labour forces of Apple's going global? What are the potential political implications for country relationships? (3+2)
- b. Do you think Apple is justified in drawing the observations and conclusions expressed in the case? Why or why not? Do you think it is good or harmful to the company that its executives have voiced these opinions? (3+2)
- c. How could managers use increased worker flexibility and diligence to increase the competitiveness of their manufacturing sites? What would you recommend? Why most of the global companies select China for carrying out manufacturing portion of their business? Present your viewpoint. (2+1.5+1.5)



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SEMESTER -IV

Subject: Business Statistics-II

Full Marks: 100

R.No.....

Course Code: MGT 342

Time: 3 Hours

**SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)**

Tick the best answers.

- Q1. The coefficient of correlation always lies between:  
a) 0 and 1                      b) -1 and 1                      c) always +1                      d) none of above
- Q2. What is the value of coefficient of multiple determination; if  
SSE=388.24    SST= 476.900    n= 10  
a) 80.56%                      b) 81.6%                      c) 90%                      d) 12.32%
- Q3. The given matrix should be squared; it is the assumption of:  
a) Transportation model                      c) Both (a) and (b)  
b) Assignment model                      d) Network model
- Q4. The geometric mean of the Laspyer and Paasche's index number is:  
a) Paasche index number                      c) Fisher's price index  
b) Dorbishbowly's index                      d) Kelly's index number
- Q5. The component of linear programming model are:  
a) Constraints                      b) parameter                      c) Decision variable                      d) all of the above
- Q6. The formula for the mean square error is:  
a) error sum of square/d.f.                      c) both (a) and (b)  
b) absolute percentage error/d.f.                      d) mean/n
- Q7. If the regression line of Y on X, the variable X is called as:  
a) Slope                      b) coefficient                      c) repressor                      d) intercept
- Q8. For solving the transportation model problem, it is necessary:  
a) Demand > Supply                      c) Supply = Demand  
b) None of the above                      d) Demand × Supply = 1.
- Q9. If  $\beta_{yx}$  and  $\beta_{xy}$  are two regression coefficient they have:  
a) Same sign                      b) opposite sign                      c) either same or opposite                      d) slope
- Q10. In equation  $Y = a + \beta_1 x_1 + \beta_2 x_2 + e$  the slope of Y with variable X2 holding X1 constant is:  
a)  $\beta_1$                       b)  $\beta_2$                       c) e                      d) Y intercept
- Q11. Most preferred type of average for index number is:  
a) Arithmetic mean                      b) geometric mean                      c) harmonic mean                      d) all of the above
- Q12. Index number are also known as:  
a) Economic barometer                      c) Both (a) and (b)  
b) Sign and guide post                      d) Neither (a) nor (b)
- Q13. The corner points in the graphs are called as:  
a) Coordinate point                      b) Extreme point                      c) Origin point                      d) None of the above
- Q14. In the unbalanced type of transportation problems i.e:  
a) Supply > Demand                      b) Supply = demand                      c) supply  $\neq$  demand                      d) supply + demand = 1
- Q15. The formula for the factor reversal test is:  
a)  $(P_{01} \times Q_{01}) / V_{01} = 1$                       b)  $P_{01} \times Q_{01} = V_{01}$                       c) both (a) and (b)                      d) (b) only



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Full Marks: 100

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Time: 3 Hours

You are required to answer in your own words as far as applicable. The figures in the margin indicate full marks.

**SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)**

Answer any EIGHT questions:

Q1. Define correlation coefficient. Obtain a regression line Y on X from the following data.

X	1	2	3	4	5
Y	3	7	5	11	14

Q2. For 10 observations given that  $\sum x = 34$ ,  $\sum x^2 = 122.62$ ,  $\sum y = 1371$ ,  $\sum y^2 = 4954$  compute correlation coefficient and test that the relationship is significant or not. ( $t_{0.05,8} = 2.306$ )

Q3. Write a multiple linear model with two variables of regression equation in multiple regression equation  $Y = 60 - 3X_1 + 2X_2$ . Interpret meaning of slope, y-intercept and coefficient of multiple determination if  $R^2 = 0.90$ .

Q4. Define cost of living index. Find cost of living index from the following.

Items	Price		Weights
	Base year	Current year	
Food	30	47	4
Fuel	18	12	1
Clothing	14	18	3
House Rent	22	15	2
Miscellaneous	25	30	1

Q5. Consider the following time series data.

Week	1	2	3	4	5	6
Sales	8	13	15	17	16	9

Develop a 3-week moving average forecast for this time series. What is the forecast for week 7?

Q6. Describe the different problems in constructing index number.

Q7. Discuss about the components of time series.

Q8. Solve the following linear programming problem graphically.

Maximize  $P = 4x + 3y$  subject to

$2x + y \leq 2$ ;  $x + 2y \geq 2$ ; Where  $x, y \geq 0$ .

Q9. Find the basic feasible solution of the following transportation problem using the method of VAM.

Sources \ Destinations	$F_1$	$F_2$	$F_3$	Demand
A	0.9	1	1	5
B	1	1.4	0.8	20
C	1.3	1	0.8	20
Supply	20	15	10	

Q10. Solve the following assignment problem to minimize the cost.

Jobs	Workers		
	A	B	C
X	25	31	35
Y	15	20	24
Z	22	19	17

**SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)**

Answer any **THREE** questions:

Q11. The following are the partial output of the multiple regressions with four independent predictors X1, X2, X3 & X4 with sample size of 12 observations.

Constant	Coefficients	Standard	t	p-value
	-1.381	13.36046	-0.10	0.921
X1	2.852	1.506682	1.89	0.100
X2	30.285	15.56271	1.95	0.093
X3	-3.713	10.12508	-0.37	0.725
X4	1.72	1.1011665	1.06	0.323

$R^2 = 0.952$

- Using the above developed output, determine the best fitting regression equation for these data.
- What does  $R^2$  measure?
- If  $X_1 = 1800$ ,  $X_2 = 1$ ,  $X_3 = 1.5$  and  $X_4 = 6$  what would be the expected value of Y?

Q12. From the following data calculate Fisher's index number, show that it satisfies time reversal test.

Items	Base Year 2005		Current Year 2010	
	price	quantities	price	quantities
A	12	10	10	9
B	15	25	7	18
C	24	30	5	35
D	5	40	16	45
E	7	20	8	50

Q13. A software company has three projects X, Y and Z. based on the background and experience of the project leaders, they differ in terms of their performance at various projects. The performance score matrix is given below.

Project Leaders	Project X	Project Y	Project Z
P1	20	26	42
P2	24	32	50
P3	32	34	44

Help the management by determining the optimal assignment which maximizes the performance score.

Q14. Consider the following linear programming problem:

Max.  $5000E + 4000F$

Subject to

$E + F \geq 5$

$E - 3F \leq 0$

$10E + 15F \leq 150$

$20E + 10F \leq 160$

$30E + 10F \geq 135$

$E, F \geq 0$

- Find an optimal solution and the associated objective function of this linear program.
- Which constraints are active? Which are inactive?

c. What are the slack and surplus values associated with each constraint?

Q15. A court administrator has the task of scheduling four courts. The estimated number of days each judge requires to clear the case are as follows:

Judge	Court			
	1	2	3	4
A	14	13	17	14
B	16	15	16	15
C	18	14	20	17
D	20	13	15	18

Find minimum number of court days needed to process all four courts.

#### SECTION D: CASE STUDY (15 MARKS)

Q16. Read the following case carefully and answer the questions:

A firm is producing two types of products; A and B. Each unit of A requires 2 kg of raw material and 4 labor hours for processing, whereas each unit of B requires 3 kg of raw materials and 3 labor hour for same type. Each week, the firm has an availability of 60 kg of raw materials and 96 labor hours. One unit of product A sold yields Rs.40 and that of B sold Rs.35 as profit.

- Formulate this as linear programming problem. (5)
- Solve the problem so that the firm can earn maximum profit. (10)





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BACHELOR IN BUSINESS ADMINISTRATION (BBA)  
SEMESTER -IV

Subject: Business Ethics

R.No.....

Full Marks: 100

Course Code: MGT 343

Time: 3 Hours

**SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)**

*Tick the best answers.*

Q1. Personal ethics refers to;

- a) the art and discipline of applying ethical principles to examine and solve complex moral dilemmas.
- b) the branch of philosophy and is considered a normative science because it is concerned with the norms of human conduct.
- c) the application of these values in everything one does and they reflect general expectations of any person in any society, acting in any capacity.
- d) the branch of axiology which together with metaphysics, logic and epistemology constitutes philosophy.

Q2. Which one of the following option is correct to ascertain the features of business ethics?

- A. Based on Moral and Social Values
- B. Give Protection to Social Groups
- C. Principle of Integrity and Fairness
- D. Quality and reliability

a) Only A and B

c) Only C and D

b) Only B and C

d) All of the above

Q3. Staying productive, take initiative, think critically, be punctual, stay positive and stay professional are the good examples of

a) Good business ethics

c) Good workplace ethics

b) Good professional ethics

d) Good ethics

Q4. Integrity refers to;

a) the difference between success and failure.

b) the quality of being able to be done or put into action.

c) the practice of being honest and showing a consistent.

d) the standard by which we determine what is good.

Q5. Harassment can be defined as;

a) a behavior that annoys or upsets someone.

b) a behavior that annoys or troubles someone.

c) an illegal behavior towards a person that causes mental or emotional suffering.

d) All of these

Q6. The term 'quality' is defined as:

a) the degree of excellence at an acceptable price and the control of variability at an acceptable cost.

b) how well a product fits patterns of consumer preferences.

c) the totality of features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs.

d) being impossible to define, but you know what it is.

- Q7. Following are the needs and importance of values except:
- a) They build up societies, integrate social relations.
  - b) They mould the ideal dimensions of personality and range and depth of culture.
  - c) They have a great role to play in the conduct of social life.
  - d) They help in creating norms to lead individual negatively.
- Q8. Choose the current statement from the following:
- a) Organizational values are derived from shared values.
  - b) Shared values always focus to integrate and fulfill HR impulses and needs.
  - c) Organizational values have little more important than shared values to achieve goals.
  - d) Shared values derived by the leadership and adopted by the members.
- Q9. Who play the significant role in formulating individual values?
- a) Classmates
  - b) Colleagues
  - c) Instructors
  - d) Parents
- Q10. The overriding objectives of a ..... is to ensure that an organization has systems of internal control that adequately measure and manage the risks that it faces.
- a) Board of director
  - b) Compliance officer
  - c) Corporate governance
  - d) Legal Advisor
- Q11. The objective of corporate governance is:
- a) To strengthen corporate functioning and discourage mismanagement.
  - b) To identify the governing bodies of a corporations.
  - c) To promote the culture of volunteering work.
  - d) To provide the corporation with high share value no matter what.
- Q12. Win-win situation between society and corporations can be ensured if:
- a) The corporation is able to fulfill its economic needs.
  - b) The corporation acts as per the government laws.
  - c) The corporation is able to align its business with the international market.
  - d) The corporation is able to incorporate the corporate social responsibility to its operation.
- Q13. ....clearly states that any activity that intends to deceive consumers is strictly punishable by law.
- a) Nepal Law Commission Act 2007
  - b) Consumer Right Protection Act 2054
  - c) Consumer Health Protection Act 2054
  - d) Nepal Standard Act
- Q14. To resolve compliance difficulties as they occur is the ..... of compliance.
- a) Prevention function
  - b) Advisory Function
  - c) Monitoring and detecting function
  - d) Resolution function
- Q15. "We say what we think, without harming others." Which term is related with this statement?
- a) Honesty
  - b) Loyalty
  - c) Sincerity
  - d) Integrity



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**SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)**

*Answer any EIGHT questions:*

- |  |           |
|--|-----------|
| Q1. Do you know business ethics? Point out the five features of business ethics.                               | 2.5 + 2.5 |
| Q2. "Harassment is one kind of discrimination." Justify the given statement with suitable paradigm.            | 5         |
| Q3. What are some ethical dilemmas you have really faced in your life? Mention.                                | 5         |
| Q4. How behavior is different from people to people? Set an example.   | 3 + 2     |
| Q5. Define the term organizational values. Point out any five mandates or principles of organizational values. | 2.5 + 2.5 |
| Q6. Why should ownership and control of the organizational members be aligned?                                 | 5         |
| Q7. Explain the various advantages of corporate compliance.  | 5         |
| Q8. Why Nepal law commission has formed? Point out its duties.   | 2 + 3     |
| Q9. How does HR play a significant role in organizational transformation?                                      | 5         |
| Q10. Write short notes on:   | 2.5 + 2.5 |
| a. Comradeship   |           |
| b. Solidarity  |           |

**SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)**

*Answer any THREE questions:*

- Q11. How can you define the term total quality management? Explain the eight key elements to apply successful TQM in an organization. 4 + 6
- Q12. Is killing someone always illegal? Reveal your opinions from the eyes of morality and legality. 4 + 6
- Q13. Modern day corporations are incorporating different social responsible activities and it has become inseparable part of it. Explain in detail what kind of socially responsible activities are practiced by modern day corporation and also highlight its objectives and importance. 5 + 5
- Q14. Define the spiritual values. Explain the various sources of individual values with examples. 4 + 6
- Q15. How can you define the term consumer? Explain about the consumer rights and its protection. 4+6

**SECTION D: CASE STUDY (15 MARKS)**

*Q16. Read the following case carefully and answer the questions:*

**Firestone Tires and Rubber Company Use Child Labor**

As people around the world commemorate World Day against Child Labor on June 12, the Firestone Tire and Rubber Company recognized the day by continuing its 81-year tradition of exploiting workers in Liberia. Firestone has been operating a rubber plantation in Harbel, Liberia since 1926 where workers wake up early every morning to tap rubber trees in order to meet an unreasonably high production quota. By Firestone Natural Rubber CEO Dan Adomitis' own admission on CNN, it would take a tapper over 21 hours every day to meet their quota, which is why workers are forced to bring their children and wives to work or their already low salaries will be halved. As part of the outdated production system, children carry heavy loads, come into close contact with toxic pesticides

and often work for 12 hours a day. Workers live in shacks, most of which have not been renovated since the 1920s, without any running water, indoor latrines or electricity while managers live on huge land plots with all the modern amenities — including golf courses! As recently confirmed by the Liberian EPA, the company dumps toxic chemicals directly into the Farmington River which is used by the local community for fishing and bathing. As a result of the modern day slavery conditions facing workers, the company has been sued in US courts and was also bestowed with the Public Eye Award for Worst Global Corporation this past January.

In order to stand up for their internationally recognized rights, workers have been organizing to hold new union elections at the end of June so that they can finally be represented by a truly independent and democratic body. When the company management attempted to use legal roadblocks to stop the elections, the workers went on strike in the end of April. On Friday, April 27, police forces were brought in and workers were brutally attacked. Police officials fired tear gas into crowded settlements filled with children, women, the elderly and Firestone workers alike. Six workers were seriously injured and roughly 13 were arrested. The attack on workers' right to organize raises serious concerns about the neutrality of upcoming union elections.

Negotiations are also currently taking place between Firestone and the government over the terms of the concession area which Firestone controls. The previous concession agreement was signed under a transitional government and heavily favored Firestone. Now that Liberia has a democratic government — and the first woman leader in Africa — there is hope that the new concession agreement will produce greater benefits for the population that produces such immense wealth for Firestone. Unfortunately, reports from the negotiations raise serious concerns about whether or not Firestone is negotiating with the government in good faith.

US consumers should be shocked that the ubiquitous Firestone tires are produced under these exploitative labor conditions. Imagine children as young as 10 years old forced to carry 70 pounds barrels of latex, coming into direct contact with toxic pesticides. It is up to consumers to demand that Firestone advance workers' rights this World Day against Child Labor instead of rolling them back. With the concession agreement negotiations taking place and new union elections approaching quickly, the next few weeks present an historic opportunity for the people of Liberia to hold Firestone accountable. More broadly, Firestone in Liberia and exert their power over post-conflict countries during any negotiations. Here in the US, we need to send a strong message that companies like Firestone cannot violate human rights with impunity. That is why the Stop Firestone Coalition is currently planning actions leading up to July 26, Liberia's Independence Day. We invite readers to join us in these and the many other actions we have planned. Visit the Stop Firestone website and tell Firestone: 80 years of exploitation are enough!

**Questions:**

- a. Identify the major problems of this case. 5
- b. Find out the legal and ethical issues of this case. 5
- c. According to this case, how can you differentiate between laws and ethics? 5



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SEMESTER –IV

R.No.....

Subject: E-Commerce

Course Code: MGT 344

Full Marks: 100

Time: 3 Hours

**SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)**

*Tick the best answers.*

- Q1. Which of the following describes e-commerce?
- a. Doing business electronically
  - b. Doing business with remote vendors
  - c. Sale of goods by foreign firm
  - d. All of the above
- Q2. Digital products are best suited for B2C e-commerce because:
- a. They are commodity like products.
  - b. They can be mass-customized and personalized.
  - c. They can be delivered at the time of purchase.
  - d. All of the above
- Q3. What is the name given to an interactive business providing a centralized market where many buyers and suppliers can come together for e-commerce or commerce-related activities?
- a. Direct marketplace
  - b. B2B
  - c. B2C
  - d. Electronic marketplace
- Q4. When a transaction is processed online, how can the merchant verify the customer's identity?
- a. using secure sockets layers
  - b. using secure electronic transactions
  - c. using electronic data interchange
  - d. using financial electronic data interchange
- Q5. Choose the best computing technology, which plays the key role to establish of e-commerce.
- a. Telephone
  - b. Microphone
  - c. Internet
  - d. Telnet
- Q6. The key features of online travel and tourism service of e-commerce is defined as:
- a. Online reservation of transportation services and hotels.
  - b. 24X7 services
  - c. It saves time and paper less transactions.
  - d. All of the above
- Q7. Basically, e-commerce refers to the online financial transaction, so identify one of the prominent components of it.
- a. E-Sewa
  - b. E-banking
  - c. EDI
  - d. None of the above
- Q8. Buyer oriented market place of e-commerce is always known as:
- a. Customers market place
  - b. Technological market place
  - c. Suppliers market place
  - d. None of the above
- Q9. E-auction is a process of selling products on internet, where the final price of product is defined by
- a. Bidders
  - b. Bankers
  - c. ISP Providers
  - d. None of the above.

- Q10. In pay per click an advertising advertiser pays according to:
- a. space occupied by advertiser
  - b. the size of the Ad
  - c. per the user views on Ad
  - d. per the user click on Ad
- Q11. Choose the basic terminology of PPC which users commonly use to identify the Ads over the internet.
- a. Impression
  - b. A/B Split testing
  - c. Key words
  - d. Ad Name
- Q12. The electronic components of smart card are used to hold the:
- a. Details of card issuer
  - b. Card holders personal information's
  - c. Card holders Banking details
  - d. Security keys of users
- Q13. Which of the following is the primary goal of ECRM?
- a. To provide product information's to the customers.
  - b. To integrate and automate sales, marketing and customer support electronically.
  - c. To maintain customer relationship.
  - d. None of the above
- Q14. The basic use of A/B Split testing is to:
- a. identify best users
  - b. choose the best keywords
  - c. choose the best service providers
  - d. set cheapest bidding rate
- Q15. Online payment system of e-commerce is becoming popular due to:
- a. paperless and secure financial transactions
  - b. its technological dependency
  - c. fixed time services
  - d. all of the above





Orders are received at prodigy in a wide variety of formats and delivery methods with electronic order from one of the company's largest customer arriving as a spreadsheet attachment. It is critical to maintain every detail of the spreadsheet orders physical integrity as it passes through prodigy's manufacturing plant. The original electronic order even reflects the sequence in which shipments are loaded into prodigy's delivery fleet. The complex orders were still being manually entered into prodigy's parched order system, hence consuming a lot of time and manpower.

DMX a leading provider of EDI based solution, sensed an opportunity to develop business with prodigy. DMX explained to prodigy the various benefit of using an EDI system such as reduced time delay. Reduced labour cost, reduced uncertainty and so on. Prodigy liked the idea and asked DMX to help them introduce an EDI system. DMX prepared electronic document and translated it into a standard format. Communicated with some of the vendor of prodigy and with their approval, DMX setup a system to translate the standard format into a format the vendors wanted. Prodigy found the new system convenient and error free.

- a. Define the major issues faced by the company to serve the customers. 5
- b. How does the service of DXM help the company? 5
- c. Are there any challenges in digitizing Nepalese firm? Give your view. 5

