

Mid-West University
Examinations Management Office
Surkhet, Nepal
Final Examination-2079
Bachelor of Business Administration (BBA) .
Semester - II

R.No.

Subject: Business Communication
Full Marks: 100 Pass Marks: 50

Course Code: MGT 321/421
Time: 3:00 Hours

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

Tick the best answers.

1. Which are of the followings is an accurate general statement about good ideas in the business world?
 - a. Newer employees are not expected to contribute fresh ideas.
 - b. Many good ideas pass unnoticed or are misunderstood because they are communicated poorly.
 - c. Business leaders always jump on new ideas, even if they are poorly presented.
 - d. Good ideas speak for themselves and don't need to be "communicated" in today's social media environment.
2. Why do many experts recommend using an indirect approach when rejecting job applicants?
 - a. Applicants have a deep emotional investment in the decision.
 - b. Laws in most states require an indirect approach.
 - c. Indirect approaches are easier to write.
 - d. Indirect approaches are shorter.
3. If a message has both positive and negative elements, you should
 - a. always start with the bad news to get it out of the way first
 - b. write two separate messages; never mix good and bad news
 - c. put the bad news in a postscript (p.s.) at the bottom of the letter
 - d. try to put the negative news in a positive context
4. If a customer who is clearly at fault requests an adjustment, you should
 - a. ignore the request; the customer is clearly wasting your time
 - b. carefully weigh the cost of complying with the request against the cost of denying it and then decide how to respond based on the overall impact on your company
 - c. always agree to such requests because unhappy customers spread bad publicity about a company
 - d. suggest in a firm but professional tone that the customer takes his or her business elsewhere in the future
5. Which one of the followings is not among the recommended elements to include in your message if you are responding to a claim or complaint when your company is at fault?
 - a. An acknowledgement that you received the customer's claim or complaint
 - b. An expression of sympathy for the inconvenience or loss the customer has experienced
 - c. An explanation of how you will resolve the situation
 - d. Complete contact information for your corporate legal staff
6. When writing a routine request, the best approach is to begin
 - a. With a personal introduction, such as "My name is Lee Marrs, and I am . . ."
 - b. With a vague reference to what you are writing about, such as "I have something to ask you."
 - c. With a strong demand for action
 - d. By politely stating your request
7. Which one of the followings is not one of the main tasks involved in completing a business message?
 - a. Drafting the message
 - b. Revising the message
 - c. Producing the message
 - d. Proofreading the message

8. Which are of these is the most important reason you should take care to revise messages before sending them?
- Revising shows your audience how hard you work.
 - Revising lowers the word count.
 - Revising makes it cheaper to email messages.
 - Revising can usually make your messages more successful.
9. Which one of the followings is not an informative heading?
- Why do We Need a New Distributor?
 - Five Challenges Facing Today's Distributors
 - Distributors Are a Better Choice for Us Than Wholesalers
 - Distributor Choices
10. Why should you take the time to adapt your messages to your audience?
- People are more inclined to read and respond to messages that they believe apply to them and their concerns.
 - Adapting messages to audiences is corporate policy in nearly all large companies.
 - Adapting your message saves time during planning and writing.
 - You can manipulate audience responses more easily by adapting your messages.
11. No matter what the message is or the audience you want to reach, you should always
- determine the information your audience needs in order to grasp your main idea
 - learn the names of everyone in the target audience
 - estimate the percentage of audience members who are likely to agree with your message
 - determine a complete demographic profile of your audience
12. Which are of the followings is a concrete word?
- Little
 - Mouse
 - Species
 - Kingdom
13. What the three key steps to making sure meetings are productive?
- Planning, planning, and more planning
 - Preparing carefully, conducting meetings efficiently, and using meeting technologies wisely
 - Preparing carefully, conducting meetings using true democratic participation, and using meeting technologies wisely
 - Preparing carefully, using meeting technologies wisely, and distributing in-depth minutes to everyone in the company
14. Which are of the followings is the best characterization of etiquette in today's business environment?
- Business etiquette is impossible to generalize because every company has its own culture; you have to make it up as you go along.
 - With ferocious international competition and constant financial pressure, etiquette is an old-fashioned luxury that businesses simply can't afford today.
 - Ethical businesspeople don't need to worry directly about etiquette because ethical behavior automatically leads to good etiquette.
 - Etiquette plays an important part in the process of forming and maintaining successful business relationships.
15. If you don't agree to something the speaker says in a large, formal meeting, the best response is to
- signal your disagreement by folding your arms across your chest and staring defiantly back at the speaker
 - use your mobile phone to begin sending text messages to other people in the room, explaining why the speaker is wrong
 - immediately challenge the speaker so that the misinformation is caught and corrected
 - quietly make a note of your objections and wait until a question-and-answer period to raise your hand

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

Answer any **EIGHT** questions:

1. Discuss the different types of business communications. [5]
2. Why is it important to balance verbal and non-verbal communication in business? Give examples of how non-verbal communication can affect and influence verbal communication [5]
3. Why should you adopt "you" attitude while crafting business messages? Explain with examples. [5]
4. Circle the correct choice of pronoun given in the parenthesis [0.5×10=5]
 - a. The sales staff is preparing guidelines for (their , its) clients.
 - b. Few of the sales representatives turn in (their , its) reports on time.
 - c. The board of directors has chosen (their , its) officers.
 - d. Gomez and Archer have told (his , their) clients about the new program.
 - e. Each manager plans to expand (his , their , his or her) sphere of control next year.
 - f. Has everyone supplied (his , their , his or her) Social Security number?
 - g. Aft er giving every employee (his , their , a) raise, George told (them , they , all) about the increased work load.
 - h. Bob and Tim have opposite ideas about how to achieve company goals. (Who , Whom) do you think will win the debate?
 - i. City Securities has just announced (who , whom) it will hire as CEO.
 - j. Either of the new products would readily find (their , its) niche in the marketplace.
5. Circle the best alternative in each of the pair of sentences in the questions below. [0.5×10=5]
 - a. The response was not only inappropriate but it was also rude.
 - b. The response was not only inappropriate but also rude.
 - a. Be sure to look the spelling up in the dictionary.
 - b. Be sure to look up the spelling in the dictionary.
 - a. We didn't get the contract because our proposal didn't comply with the request for proposal (RFP).
 - b. We didn't get the contract because our proposal didn't comply to the RFP.
 - a. Marissa should of known not to send that email to the CEO.
 - b. Marissa should have known not to send that email to the CEO.
 - a. The Phalanx 1000 has been favorably compared to the Mac iBook.
 - b. The Phalanx 1000 has been favorably compared with the Mac iBook.
 - a. What are you looking for?
 - b. For what are you looking?
 - a. Have you filed an SEC application?
 - b. Have you filed a SEC application?
 - a. The project turned out neither to be easy nor simple.
 - b. The project turned out to be neither easy nor simple.

- a. If you hire me, you will not regret your decision!
- b. If you hire me, you will not regret your decision.
- a. This is truly an historic event.
- b. This is truly a historic event.

[0.5x10=5]

6. Circle the best alternative in each of the following questions

i. Which sentence contains a verb in the present perfect form?

- a. I became the resident expert on repairing the copy machine.
- b. I have become the resident expert on repairing the copy machine.

ii. Which sentence contains a verb in the simple past form?

- a. She knows how to conduct an audit when she came to work for us.
- b. She knew how to conduct an audit when she came to work for us.

iii. Which sentence contains a verb in the simple future form?

- a. Next week, call John to tell him what you will do to help him set up the seminar.
- b. Next week, call John to tell him what you will be doing to help him set up the seminar.

iv. Which sentence is in the active voice?

- a. The report will be written by Leslie Cartwright.
- b. Leslie Cartwright will write the report.

v. Which sentence is in the passive voice?

- a. The failure to record the transaction was mine.
- b. I failed to record the transaction.

vi. Which sentence contains the correct verb form?

- a. Everyone upstairs receives mail before we do.
- b. Everyone upstairs receive mail before we do.

vii. Which sentence contains the correct verb form?

- a. Neither the main office nor the branches is blameless.
- b. Neither the main office nor the branches are blameless.

viii. Which sentence contains the correct verb form?

- a. C&B Sales are listed in the directory.
- b. C&B Sales is listed in the directory.

ix. Which sentence contains the correct verb form?

- a. When measuring shelves, 7 inches is significant.
- b. When measuring shelves, 7 inches are significant.

x. Which sentence contains the correct verb form?

- a. About 90 percent of the employees plans to come to the company picnic.
- b. About 90 percent of the employees plan to come to the company picnic.

7. Your company's error cost an important business customer a new client; you know it, and your customer knows it. Do you apologize, or do you refer to the incident in a positive light without admitting any responsibility? Briefly explain. [5]

8. What precaution should you keep in mind while writing an email? Write an email to your program director showing all the elements of an effective email. [5]

9. Briefly describe the different types of business letters [5]

10. Prepare a notice with agenda for an upcoming meeting in your office. [5]

11. Prepare a list of code of conduct for office protocol and etiquette. [5]

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

Answer any **THREE** questions:

12. Prepare a detailed minute of a meeting with at least 5 agenda and their respective decisions. [10]
13. Describe the three-step writing process in report and proposal writing [10]
14. What necessary precautions should you take while writing a persuasive message? Write a persuasive letter to your investor for your upcoming business, applying the AIDA model [5 + 5]
15. Discuss in detail the stages of communication process. Explain what kind of problem may occur in each stage and how you can overcome those problems. [10]

SECTION D: CASE STUDY (15 MARKS)

16. Read the case given below and answer the following questions:

Generational differences abound in the workplace, but few are quite as visible as body art : tattoos, piercings (other than ear lobes), and hair dyes in unconventional colors. According to survey data from the Pew Research Center, people younger than 40 are much more inclined than those over 40 to display some form of body art. For example, people 26 to 40 years old are four times more likely to have tattoos than people who are 41 to 64 years old.

With such profound differences, it's no surprise that body art has become a contentious issue in many workplaces, between employees wanting to express themselves and employers wanting to maintain particular standards of professional appearance. As employment law attorney Danielle S. Urban notes, the issue gets even more complicated when religious symbolism is involved.

Who is likely to win this battle? Will the body art aficionados who continue to join the workforce and who are now rising up the managerial ranks force a change in what is considered acceptable appearance in the workplace? Or will they be forced to cover up in order to meet traditional standards?

So far, most companies appear to be relying on the judgment of their employees and managers, rather than enforcing strict guidelines. Many seem to accept that tastes and norms are changing and that body art has become a widespread form of self-expression rather than a mode of rebellion. Job seekers are still advised to be discreet, however, particularly with facial piercings and large, visible tattoos. The nonverbal signals you think you are sending might not be the signals a hiring manager receives.

Questions:

- a. Should companies have stricter standards of appearance for "customer-facing" employees than for employees who do not interact with customers? Why or why not?
- b. Should companies allow their employees the same freedom of expression and appearance latitude as their customers exhibit? For example, if a firm's clientele tends to be heavily tattooed, should employees be allowed the same freedom? Why or why not?
- c. How does the situation mentioned in this case violate the traditional notion of etiquette in work place?
- d. Do you think body art will be the norm in business scenario in Nepal? Why or why not?
- e. How would you address the situation of taste difference in culture and values in the different age groups in your own business environment?

THE END

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R.No.

Course Code: MGT 322/422

Time: 3:00 Hours

Subject: Business Statistics - I

Full Marks: 100 Pass Marks: 50

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

Tick the best answers.

1. Statistics deals with:
 - a. Quantitative information
 - b. Qualitative information
 - c. Both (a) and (b)
 - d. None of (a) and (b)
2. Statistical results are:
 - a. Absolutely correct
 - b. True on average
 - c. Not true
 - d. Universally true
3. Pie-Chart represents the components of a factor by:
 - a. Percentages
 - b. Angles
 - c. Sectors
 - d. Circles
4. Which one of the following relations among the location parameters does not hold?
 - a. $Q_2 = \text{Median}$
 - b. $P_{50} = \text{Median}$
 - c. $D_5 = \text{Median}$
 - d. $D_6 = \text{Median}$
5. If modal value is not clear in a distribution, it can be ascertained by the method of:
 - a. Grouping
 - b. Guessing
 - c. Summarizing
 - d. Trial and error
6. Which one of the followings is not a measure of dispersion?
 - a. Mean deviation
 - b. Average deviation from mean
 - c. Quartile
 - d. Standard deviation
7. Which one of the followings is a unit less measure of dispersion?
 - a. Standard deviation
 - b. Mean deviation
 - c. Coefficient of variation
 - d. Range
8. Probability can take values:
 - a. $-\infty$ to ∞
 - b. $-\infty$ to 1
 - c. -1 to 1
 - d. 0 to 1
9. If $K = 3$ then the Kurtosis is known as:
 - a. Mesokurtic
 - b. leptokurtic
 - c. platykurtic
 - d. None of above.
10. Mathematical expectation of random variable X is nothing but it is:
 - a. Median
 - b. Mean
 - c. Standard deviation
 - d. None
11. Estimate and estimator are:
 - a. Synonyms
 - b. Related to population
 - c. Different
 - d. None of the above

12. If X and Y are two random variables, such that
- a. $E(aX + bY) = E(aX)$
 - b. $E(aX + bY) = E(bY)$
 - c. $E(aX + bY) = E(X) + E(Y)$
 - d. $E(aX + bY) = aE(X) + bE(Y)$
13. If total number of observations is 4 and its standard deviation is 4, then its standard error of mean is:
- a. 1
 - b. 2
 - c. 3
 - d. 4
14. Inter Quartile range =
- a. $Q_3 - Q_1$
 - b. $\frac{1}{2}(Q_3 - Q_1)$
 - c. $\frac{Q_3 - Q_1}{Q_3 + Q_1}$
 - d. $Q_3 + Q_1$
15. Whether a test is one sided or two sided, it depends on:
- a. Null hypothesis
 - b. Alternative hypothesis
 - c. Composite hypothesis
 - d. Simple hypothesis

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

Answer any **EIGHT** questions:

1. What is the role of statistics in business and industry? [5]
2. Define the primary and secondary data. Discuss the different methods of primary data collection. [2+3]
3. Present the following data by means of frequency Polygon line. [5]

Class interval	20-40	40- 60	60- 80	80- 120	120 - 200	200 - 280
frequency	5	10	15	20	20	12

4. The monthly income distribution of 100 families of a community is as follows: [2.5+2.5]

Monthly income ('00'Rs.)	10- 20	20-40	40 -70	70-90	90 -100
No. of families	15	20	30	20	15

- i. Find the highest income of the poorest 30% of the families.
 - ii. Find the lowest income of the richest 40% of the families.
5. If the first central moment about the mean are 0, 2.8, -2, and 24.5 respectively. Calculate the coefficient of Kurtosis and Skewness and interpret the result. [5]
6. The followings are the monthly salaries in rupees of 20 employees of a firm.

130	62	145	118	125	76	151	142	110	98
65	116	103	100	71	85	80	122	132	95

- The firm gives bonus of Rs 10, 15, 20, 25 and 30 for individuals in the respective salary groups exceeding Rs 60 but not exceeding Rs 80, exceeding Rs 80 but not exceeding Rs 100 and so on upto exceeding Rs 140 but not exceeding Rs 160. Find the average bonus paid to per employee. [5]
7. Coefficient of variance of two series are 75% and 90% and their standard deviation are 15 and 18 respectively. Find their means. [5]
 8. What do you mean by exclusive event? In a group of 20 people, 5 people are graduates. If 3 people are chosen out of 20 at random, what is the probability that (i) all are graduates (ii) 1 is graduates and rest are others? [5]
 9. After a particular wet night 12 worms surfaced on a lawn. Their lengths measured in cm were 9, 9, 11, 10, 10, 12, 11, 12, 13, 12, 11, 14. Assuming that this sample came from a normal population with variance 4, calculate a 95% confidence interval for the mean length of all worms in the gender (for 95% confidence interval [$Z_{\alpha} = 1.96$]) [5]
 10. In the certain distribution, coefficient of Skewness is 0.6. if the sum of the two extreme quartiles is 100 and the median is 38, find the value of the upper quartile. [5]

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

Answer any **THREE** questions:

11. The mean and the standard deviation of 200 items are found to be 60 and 20 respectively. If at the time of calculation two items were wrongly taken as 3 and 67 instead of 13 and 17, find the correct mean and standard deviation. [10]

12. There are three candidates, Mr. Shakya, Dr. Chitrakar and Mr. Thapa for the post of campus chief of PYC. Their chances of being appointed to the post are in the proportion 5:2:3 respectively. The chance that Mr. Shakya will launch BBA programme is 0.8. The same for Dr. Chitrakar and Mr. Thapa are 0.5 and 0.3 respectively.

- What is the probability that the BBA programme will launched? [3]
- If the BBA programme is launched, what is the probability that the campus chief appointed was Mr. Shakya? [3.5]
- If the BBA programme is launched, what is the probability that the campus chief appointed was Mr. Thapa? [3.5]

13. A company claims that the mean life time of its electric light bulbs is 36 months. A random sample of 30 bulbs has the following life in months

Life in months	25	28	30	34	38	45
No. of bulbs	2	6	8	6	5	3

Test the claim of the company at 5% level of significance. [10]

14. In the pre board Examination of Global College International, marks obtained in Mathematics by the students are as follows.

Sec 'A'		Sec 'B'	
marks	No. of students	marks	No. of students
10	4	12	6
14	6	15	6
18	9	20	10
20	7	22	5
25	5	28	6
30	4	30	2

If the consistency of performance is the criteria for awarding a prize, which section should be awarded by the prize? [5+5]

- Which section is better?
 - Which section students are more intelligent?
15. Ten unbiased coins are tossed simultaneously. What is the probability of obtaining? [2+2+2+2+2]
- Exactly 6 heads
 - At least 8 heads
 - No head
 - At least one head
 - Not more than 3 heads

SECTION D: CASE STUDY (15 MARKS)

16. Two types of drugs were used on 5 and 7 patients for reducing their weight. Drug A was imported and drug B indigenous. The decrease in the weight after using the drugs for six months was as follows:

Drug A	12	13	11	14	10		
Drug B	9	12	14	15	10	9	8

Is there a significant different in the efficiency of the two drugs. If not, which drug should you buy?

THE END

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Subject: Financial Management - I
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SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)

Tick the best answers.

- The annual interest rate on a savings account is 8%, compounded quarterly. The effective annual rate is
 - 7.76%
 - 8.00%
 - 8.24%
 - 9.24%
- The future value of \$1500, compounding at the rate of 12% annually, after 10 years is
 - \$4658.77
 - \$4790.85
 - \$4819.40
 - \$4969.93
- You want to buy an ordinary annuity that will pay you \$4,000 a year for the next 20 years. You expect annual interest rates will be 8 percent over that time period. The maximum price you would be willing to pay for the annuity is closest
 - \$32000
 - \$39272
 - \$40000
 - \$80000
- NPV method considers:
 - the time value of money
 - the risk of the project
 - all cash flow stream of the project
 - all of the above
- Project is accepted when:
 - IRR is greater than Cost of capital
 - IRR is less than Cost of capital
 - IRR is equals to Cost of capital
 - IRR is greater than or equals to zero
- Payback period is time required to:
 - recover the cost of project
 - repay the long term loan
 - repay the short term loan
 - repay both short term loan and long term loan
- the value of Bond or Stock depends on:
 - coupon / dividend amount
 - maturity period
 - required rate of return
 - all of the above
- The working capital ratio is:
 - working capital / sales
 - working capital / total assets
 - current assets / current liabilities
 - current assets / sales
- In a typical loan amortization schedule, the dollar amount of interest paid each period :
 - increase with each payment
 - constant with each payment
 - decrease with each payment
 - none

10. Which one of the following ratios measures the short term solvency ?
- a. Profitability ratio
 - b. Activity ratio
 - c. Solvency ratio
 - d. Liquidity ratio
11. bond matured at the end of maturity period under which are of the price:
- a. Instinct Price
 - b. Selling Price
 - c. Face value/ Par value
 - d. All of the above
12. is a project whose cash flows are not affected by the acceptance or rejection of other projects.
- a. Risk-free project
 - b. Low-cost project
 - c. Independent project
 - d. None of the above
13. Which one of the followings is the term that describes the amount of time taken for a capital budgeting project to recover its initial investment?
- a. Investment period
 - b. Redemption period
 - c. Payback period
 - d. Maturity period
14. The value of a bond is:
- a. present value of interest payments it gets
 - b. present value of contractual payments it gets till maturity
 - c. present value of redemption amount
 - d. none of the above
- If company paid equal amount of dividend forever, this type of dividend payment model is called
15. If required rate of return is greater than coupon rate, the bond will be known as:
- a. car value bond
 - b. premium bond
 - c. discount bond
 - d. done of the above

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

Answer any **EIGHT** questions:

1. Discuss the role of financial management in any business organization. [5]
2. What are the capital budgeting techniques? How you rank the independent projects under each technique? Explain with illustration. [5]
3. Calculate the value of the following preferred stock:
 - a. A preferred stock pays dividend of Rs 20 per share. Investor's required rate of return is 12 percent.
 - b. A preferred stock which has the dividend rate 12% on a Rs 100 par value. Investor's required rate of return is 15 percent.
 - c. A preferred stock with Rs 100 par value, 15 year maturity and 10% dividend. Investor's required rate of return is 12 percent
4. Prepare an amortization schedule for a five- year loan of Rs 500,000. The interest rate is 12 percent per year, and the loan calls for equal annual payments. How much interest is paid in the third year? How much total interest is paid over the life of the loan? [2.5+2.5]
5. The SBI bank has a quick ratio of 1.4, a current ratio of 3.0, inventory turnover of 6 times, current assets of Rs810,000 and cash and marketable securities of Rs 120,000 in 2021. What were company's annual sales and DSO for that Year? Assume there are 365 days in a year. [5]
6. Aarohi Fertilizer center sells 400000 bags of lawn fertilizer annually. The optimal safety stock is 2000 bags. Each bag costs the firm Rs 50, inventory carrying costs are 1 percent, and the cost of placing an order with its supplier is Rs 20.
 - a. What is the Economic order quantity (EOQ).
 - b. What is the maximum inventory of fertilizer?
 - c. What will Aarohi Fertilizer's average inventory be?
 - d. How often must the company order?
7. K&P Co. Ltd. has an inventory conversion period of 90 days, a receivable conversion periods of 30 days, and a payable deferral period of 30 days.
 - a. What is the length of the firm's cash conversion cycle.
 - b. If the corporation's annual sales are 180000 and all sales are on credit, what is the firm's investment in account receivable?
 - c. How many times per year does the company turnover its inventory?
8. You have decided to put Rs. 25000 in a savings account at the end of each month. The savings account credits interest monthly, at the annual rate of 12%. How much money is in your account after 5 years? [5]
9. "A rupee in hand today is worth more than a rupee to be received next year". Explain this statement with suitable example. [5]
10. What are the limitations of ratio analysis? [5]

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

Answer any **THREE** questions:

11. What is working capital? What factors does a firm consider in financing working capital needed? [3+7]
12. Assume that it is now January 1, 2013. On January 1, 2014 you will deposit Rs. 2000 into savings account that pays 10 percent.
 - a. If the bank compounded interest annually, how much will you have in your account on January 1, 2017? [2]
 - b. What would your January 1, 2017, balance be if the bank used quarterly compounding rather than annual compounding? [2]
 - c. Suppose you deposit the Rs. 1000 in 4 payments of Rs. 250 each on January 1, 2013, 2014, 2015, and 2016. How much would you have in your account on January 1, 2017, based on 8 percent annual compounding? [3]
 - d. Suppose you deposit 4 payments in your account on January 1 of 2014, 2015, 2016 and 2017. Assuming 8 percent interest rate, how large would each of your payments have to be for you to obtain the same balance as you calculated in part (a)? [3]
13. A 8 year 10% semiannual coupon bond with par value of Rs 1000 may be called in 4 years at a call price of Rs 1050. The bond sells for Rs 1100. (Assume the bond has just been issued).
 - a. What is the bond's yield to maturity? [2]
 - b. What is the bond's current yield? [2]
 - c. What is the bond's capital gain or loss yield bond? [3]
 - d. What is the bond's yield to call? [3]
14. Global IME bank has just paid a cash dividend of Rs 40 per share. Investor's required a 15% return from investment such as this. If the dividend is expected to grow at a steady 5% per year,
 - a. What is the current value of the stock? [2]
 - b. What will the stock worth in five years? [4]
 - c. What would the stock sell for today if the dividend was expected to grow at 15% per year for the next four years and then settle down at 10% per year, forever? [4]
15. Bajaj Company has an inventory turnover of 12 times each year, an average collection period of 45 days, and an average payment period of 40 days. The firm spends Rs 1 million on operating cycle investment each year. Assuming 360-days year:
 - a. Calculate the firm's operating cycle. [3]
 - b. Calculate the firm's cash conversion cycle. [2]
 - c. Calculate the amount of negotiated financing required to support the firm's cash conversion cycle. [2]
 - d. If the firm's operating cycle were lengthened, without any change in its average payment period, how would this affect its cash conversion cycle and negotiated finance need? [3]

SECTION D: CASE STUDY (15 MARKS)

16. BP Co. Ltd has identified the following two mutually exclusive projects:

Year	0	1	2	3	4	5
Cash flow (A) Rs.	(560,000)	160,000	160,000	160,000	160,000	160,000
Cash flow (B) Rs.	(560,000)	170,000	100,000	180,000	150,000	120,000

Suppose you are the project manager and you have to recommend one of these projects for the approval of the Board of Directors. The cost of capital on these project is 12%.

- a. Calculate payback period of each project. [4]
- b. Calculate NPV for each of these projects. Based on NPV, which project would you recommend to the Board? [6]
- c. Calculate IRR. Does your recommendation change based on IRR? [3]
- d. If there were conflict between IRR and NPV criterion rules, how would you choose the project? [2]

THE END

Mid-West University
Examinations Management Office
Surkhet, Nepal
Final Examination-2079
Bachelor of Business Administration (BBA)
Semester - II

R.No.
Course Code: MGT 324/424
Time: 3:00 Hours

Subject: Marketing Management
Full Marks: 100 Pass Marks: 50

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

Tick the best answers.

1. The term marketing refers to:
 - a. New product concepts and improvements.
 - b. Advertising and promotion activities.
 - c. A philosophy that stresses customer value and satisfaction.
 - d. Planning sales campaigns.
2. In selling concept, the maximization of profit of the firm is done through
 - a. sales volume.
 - b. increasing production.
 - c. quality.
 - d. services.
3. Augmented product contains
 - a. basic needs
 - b. additional benefits
 - c. functional characteristics
 - d. expected features
4. If goods directly moves from producer to consumer, it is known as
 - a. one Level Channel
 - b. zero Level Channel
 - c. two Level Channel
 - d. three level channel
5. When a buyer decides to buy after careful consideration or logical thinking, his decision is said to be
 - a. rational
 - b. all of the above
 - c. patronage
 - d. emotional
6. Product mix pertains to the number of total products or items in a company.
 - a. length
 - b. breadth
 - c. depth
 - d. width
7. Segmentation of market means:
 - a. acquisition of market
 - b. merging of market
 - c. dividing total market into homogeneous market
 - d. none of the above
8. Which one of the following components does not include in marketing mix?
 - a. Product
 - b. Profit
 - c. Price
 - d. Promotion
9. Which one of the following components does not include in external environment?
 - a. Political environment
 - b. Legal environment
 - c. Social environment
 - d. Organizational goal
10. The legalized version of brand is known as
 - a. trademark
 - b. quality
 - c. standardization
 - d. product
11. Setting price on the basis of the demand for the product is known as
 - a. Cost Based Pricing
 - b. Demand Based Pricing
 - c. Competition Based Pricing
 - d. Value Based Pricing

12. The activities carried by the company to design and produce a differentiated container for a particular product is classified as
- a. labeling
 - b. packaging
 - c. guarantees
 - d. warranties
13. Which one of the followings is not a sales promotion tool?
- a. Dealer contest
 - b. Consumer contest
 - c. Discount
 - d. Advertisement
14. Goods which a consumer buys after comparing the suitability, price, quality etc. of different brands are calledgoods.
- a. Shopping
 - b. Unsought
 - c. Convenience
 - d. Specialty
15. mainly deals with all activities associated with the flow and transformation and information of goods from the stage of raw material to the end user i.e. consumption.
- a. Production Line
 - b. Supply Chain
 - c. Inventory Management
 - d. Marketing Channel

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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:

1. Marketing is an important function of management. Explain the statement. [5]
2. How does external environment affect marketing? [5]
3. Briefly describe the steps of consumer buying process with reference to a bike or scooter. [5]
4. What is the channel of distribution? Mention the causes of channel related problems in the distribution. [2+3]
5. What is market segmentation? How does a market segment the market on demographic basis? [2+3]
6. Give a brief account of product mix including the concepts of product line, depth and length. [5]
7. What can be the various ways to respond to a competitor's strategy of changing price and? [5]
8. Mention the various strategies a company can adopt during saturation or decline stage of product life cycle [5]
9. Define brand equity. What role would you play to increase the brand equity of your company? [2+3] [2.5+2.5]
10. Write short notes on: (any two)
 - a. Social Media Advertisement
 - b. Packaging
 - c. Consumer Goods and Industrial Goods

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

Answer any **THREE** questions:

11. Define promotion and explain the components of promotion mix with examples. [3+7]
12. List out the pricing policies and explain the approaches to pricing for a newly planned coffee shop. [3+7]
13. Explain the marketing concept. If you were the marketer of the Sanitizer company, which marketing concept would you follow and why? [5+5]
14. What is Internal and External Marketing Environment? Develop a SWOT analysis for a NCELL Company under marketing landscape. [4+6]
15. If you are planning to establish an industry in Nepal after completing your BBA, what process would you follow to develop a new product? Explain [10]

SECTION D: CASE STUDY (15 MARKS)

16. Read a case given below and answer the following questions:

Abibas Clothing brand which has specialization in clothing focused on the mass production and distribution since 10 years in the market. The goal of the company was to sell clothes aggressively. However, the company started to have lower sales within the timeframe due to the rise in the interest of customers towards the qualitative aspect of clothes. The market at that time had the potential customer who prioritized in buying clothes to upgrade the lifestyle. Competitors in the clothing focused on qualitative clothes by identifying the need, want and demand of the customers in the market. It was a challenge for the Abibas Company to penetrate the market by adopting the modern marketing concept.

Now, the Abibas Company has hired you as a marketing manager of the organization. From the perspective of marketing manager including the modern marketing concept and also as part of relationship marketing;

Questions:

- a. What would be your roles as a modern marketer to stand in the competition? [5]
- b. How do you offer marketing mix based on the case discussed above? [5]
- c. How can Abibas develop a good relationship with their customers in the long run? [5]

THE END

Mid-West University
Examinations Management Office
Surkhet, Nepal
Final Examination-2079
Bachelor of Business Administration (BBA)
Semester - II

R.No.

Subject: Macroeconomics
Full Marks: 100 Pass Marks: 50

Course Code: MGT 325/425
Time: 3:00 Hours

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

Tick the best answers.

1. Nepalese budget is prepared by;
 - a. Central Bureau of Statistics
 - b. Nepal Rastha Bank
 - c. Ministry of Finance
 - d. National Planning Commission
2. Speculative demand for money is the function of;
 - a. Cash reserve ratio
 - b. income
 - c. Saving
 - d. interest rate
3. Which one of the followings is not monetary policy instrument?
 - a. Tax
 - b. bank rate
 - c. open market operation
 - d. CRR
4. Measurement of national income does not include
 - a. income of workers
 - b. rent
 - c. interest
 - d. transfer payments
5. IS - curve shows;
 - a. positive relationship between effective demand and employment
 - b. inverse relationship between Interest rate and income
 - c. inverse relationship between interest rate and investment
 - d. Inverse relationship between interest rate and speculative demand for money.
6. Which one of the followings is not the implication of Say's law of market?
 - a. There is no general unemployment
 - b. There is no general over production
 - c. Economy requires monetary and fiscal policies for its development.
 - d. Economy is self-adjusting
7. Balance budget multiplier is equal to :
 - a. $\frac{1}{1-b}$
 - b. 1
 - c. $\frac{C}{Y}$
 - d. $\frac{\Delta C}{\Delta Y}$
8. The popular book "General Theory of Employment, Interest and Money" was published by;
 - a. Adam Smith
 - b. Alfred Marshall
 - c. J.M. Keynes
 - d. J.R. Hicks
9. Saving (S) = Investment (I) shows
 - a. Money market equilibrium
 - b. Goods market equilibrium
 - c. Labor market equilibrium
 - d. All of the above

10. Inflationary gap refers to a gap betweenat full employment level
- money demand and money supply
 - saving and investment
 - Income and consumption
 - aggregate demand and aggregate supply
11. Which one of the following objectives is not achieved from monetary policy?
- price stability
 - income equality
 - favorable balance of payment
 - economic growth
12. Estimated total expenditure of current budget (FY 2079/080) is :
- 17 kharb 93 arba
 - 15 kharb 43 arba
 - 17 kharb 15 arba
 - 15 kharb 93 arba
13. Which one of the followings shifts the IS curve rightward?
- increase in money supply
 - increase in tax
 - increase in government expenditure
 - all of above
14. Government cannot utilize public debt for;
- the repayment of its loan and interest
 - capital formation
 - transfer payments
 - development programs
15. Which one of the followings is incorrect in Keynesian consumption function?
- $MPC > APC$
 - $MPC + MPS = 1$
 - $\Delta C < \Delta Y$
 - $APC + APS = 1$

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Full Marks: 100 Pass Marks: 50

Course Code: MGT 325/425
Time: 3:00 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:

1. Explain macroeconomic issues of Nepal at present scenario.
2. Explain Say's law of market. Also point out its implications.
3. "Saving is vice but not a virtue". Explain this statement with a diagram.
4. Discuss the various determinants of money supply.
5. Explain the concept of inflationary gap with a suitable diagram.
6. Define monetary policy. What are its objectives? Explain.
7. Define and derive super multiplier.
8. Explain the development roles of Central Bank in an economy.
9. Suppose the behavioral equation of the economy are ;
 $C = 100 + 0.75Y_d$, $I = 100$, $T = 50 + 0.25Y$ and $G = 150$
 - a. Find the equilibrium level of income
 - b. Find tax multiplier
10. Define national income. What are the difficulties of measurement of national income? Explain.

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

Answer any **THREE** questions:

11. What is money market equilibrium? Also derive LM-curve in equation and graphical forms. [2+4+4]
12. Define trade cycle. Explain the effects of various phases of trade cycle. [2+8]
13. Calculate GDP at MP, GNP at MP, NNP at FC, NI and PI from the following table [10]

Headings	Amount (Rs in millions)
Household expenditure on consumption of goods	4000
Gross domestic capital formation	1500
Government final consumption expenditure	2000
Income received by domestic factors from abroad	500
Depreciation	50
Import	400
Export	100
Payments to foreign factors	300
Transfer payments	200
Net Indirect tax	80
Social security payments	50
Corporate tax	120
undistributed profit	70

14. Define budget. Explain the components of budget. [2+8]

15. Suppose following functions are given;

$$C = 600 + 0.5Y, I = 125 - 90i, M_{sp} = 120 - 44i, M_t = 0.2Y \text{ and } M_s = 210 \text{ Find out:}$$

- The IS-Curve equation [2]
- The LM- Curve equation [2]
- Interest rate at general equilibrium [2]
- Find equilibrium income, consumption, investment and money demand [4]

SECTION D: CASE STUDY (15 MARKS)

16. Read the case given below and answer the following questions:

Central Bureau of Statistics is the authorized institution that measures national income of Nepal. It has published the estimated figures of income (Y) and consumption (C) expenditure for the fiscal year 2078/79 as Rs 48.51 kharb and 44.01 kharb respectively. The figures of income and consumption expenditure for the fiscal year 2077/78 were Rs 42.77 kharb and 39.47 kharb respectively. The estimated GDP growth rate is 5.84% for this fiscal year.

Nepal's international trade deficit has been increasing month to month. Domestic production of goods and services is very low as compared to the demand of people. We are highly dependent on foreign nations for all types of goods (consumer goods, capital goods and raw material goods). Now, we have been facing high level of unemployment in the economy due to low production of the goods and services. According to Prof. Keynes, effective demand is the main component that affects employment in the country. Unemployment arises in the economy due to the lack of effective demand. Hence, he suggested expansionary fiscal policy to create effective demand and employment in the economy.

Based on the above information, give the answer of the following questions;

- Define and calculate APC, MPC and simple investment multiplier of Nepalese economy. [5]
- Define effective demand. How does it help to achieve full employment of the economy? Explain. [2+3]
- How will you use fiscal policy instruments to increase employment in our country? Explain [5]

THE END