

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

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

R.No.
Course Code: MGT 421/321
Time: 3:00 Hours

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

Tick the best answers.

1. Nonverbal signals can be more influential than spoken language because
 - a. body language is difficult to control and therefore difficult to fake, so listeners often put more trust in nonverbal cues than in the words a speaker uses
 - b. nonverbal signals communicate faster than spoken language, and most people are impatient
 - c. body language saves listeners from the trouble of paying attention to what a speaker is saying
 - d. nonverbal signals are easier to interpret than verbal ones
2. Ethical communication
 - a. is the same thing as legal communication
 - b. costs more because there are so many rules to consider
 - c. is important only for companies that sell to consumers rather than to other businesses
 - d. includes all relevant information, is true in every sense, and is not deceptive in any way
3. If you suspect that your audience doesn't really care about the topic you plan to discuss, how can you generate interest in your presentation?
 - a. Look for the ways to help them relate to the information on a personal level, such as helping the company ensure better job security.
 - b. Speak louder and, if possible, use lots of sound effects and visual special effects in your presentation.
 - c. Show your passion for the material by speaking faster than normal and pacing the room in an excited fashion.
 - d. Show that you care about their feelings by saying up front that you don't really care about the topic either, but you've been assigned to talk about it.
4. Which one of the followings is an effective way to maintain the "you" attitude when crafting negative messages?
 - a. Make sure the reader clearly understands that he or she is at fault; after all, recognizing a mistake is the first step toward improvement.
 - b. Make it clear that you don't enjoy giving out bad news.
 - c. Show respect for the reader by "soft peddling" the negative news, implying it without really coming out and saying it directly.
 - d. Show respect for the reader by avoiding negative, accusatory language and emphasizing positives whenever possible.
5. Which one of the followings is true of email subject lines?
 - a. Only "newbies" bother to use them anymore.
 - b. Subject lines should never give away the content of the message because no one will bother to read it if they already know what the message is about.
 - c. They can make the difference between a message being read right away, skipped over for later attention, or ignored entirely.
 - d. They should always be in all caps to get the audience's attention

6. When editing for conciseness, you should look for
 - a. unnecessary words and phrases
 - b. dangling modifiers
 - c. lack of parallelism
 - d. awkward references
7. The purpose of goodwill messages is to
 - a. generate sales
 - b. impress others
 - c. make yourself feel better
 - d. enhance relationships with customers, colleagues, and other businesspeople
8. 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
9. Which one of the followings is one of the reasons that storytelling can be effective in business communication?
 - a. Stories help readers and listeners imagine themselves living through the experience of the person in the story.
 - b. Stories are entertaining, so they offer some diversion from the daily grind of work.
 - c. Readers and listeners are overloaded with data, so avoiding facts and figures is a proven way to get their attention.
 - d. Stories are inherently funny, and people are more receptive to new ideas when they are in a good mood.
10. The purpose of limiting your scope when planning a writing project is to
 - a. make your job easier
 - b. reduce the number of things you need to think about
 - c. make sure your memos are never longer than one page
 - d. make sure that your message stays focused on the main idea and any necessary supporting details
11. The first phase in the AIDA model is to
 - a. do your research
 - b. analyze the audience
 - c. gain the audience's attention
 - d. call for action
12. An audience-centered approach to communication
 - a. starts with the assumption that the audience is always right
 - b. improves the effectiveness of communication by focusing on the information needs of the audience
 - c. is generally a waste of time because it doesn't accommodate the needs of the sender
 - d. always simplifies the tasks involved in planning and creating messages
13. RFP stands for
 - a. request for proposals
 - b. reason for proposing
 - c. release form project
 - d. research for proposal
14. Which one of these does not belong to the body of an informational or analytical report?
 - a. An explanation of weaknesses in the report
 - b. Facts, statistical evidence, and trends
 - c. Conclusions and recommendations
 - d. Criteria for evaluating alternatives and options
15. Sensitivity to business etiquette
 - a. reduces the chance of interpersonal blunders that might negatively affect communication
 - b. is considered by most companies to be a waste of time in today's fast-paced markets
 - c. is now legally required in all 7 provinces of Nepal
 - d. always increases the cost of business communication

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

Answer any **EIGHT** questions:

1. Describe the business communication process model. [5]
2. How is the non-verbal communication different in Nepalese context compared to western context? Give the examples of how non-verbal communication can affect and influence verbal communication
3. What do you understand by audience-centered approach to communication? Explain with examples. [5]
4. Circle the correct choice given in the parenthesis [0.5x10]
 - i. Of the two products, this one has the (greater, greatest) potential.
 - ii. The (most perfect, perfect) solution is d.
 - iii. Here is the (interesting, most interesting) of all the ideas I have heard so far.
 - iv. The (hardest, harder) part of my job is firing people.
 - v. A (highly placed, highly-placed) source revealed Dotson's (last ditch, last-ditch) efforts to cover up the mistake.
 - vi. A (top secret, top-secret) document was taken from the president's office last night.
 - vii. A (30 year old, 30-year-old) person should know better.
 - viii. The two companies are engaged in an (all-out no-holds-barred; all-out, no-holds-barred) struggle for dominance.
 - ix. A (tiny metal ; tiny, metal) shaving is responsible for the problem.
 - x. You'll receive our (usual cheerful prompt; usual, cheerful, prompt; usual cheerful, prompt) service.
5. Revise to condense these sentences to as few words as possible [1x5]
 - a. We are of the conviction that writing is important.
 - b. In all probability, we're likely to have a price increase.
 - c. Our goals include making a determination about that in the near future.
 - d. When all is said and done at the conclusion of this experiment, I'd like to summarize the final windup.
 - e. After a trial period of three weeks, during which time she worked for a total of 15 full working days, we found her work was sufficiently satisfactory so that we offered her full-time work.
6. Circle the letter of the preferred choice within each group of sentences. (0.5x10=5)
 - i. a. Joan Ellingsworth attends every stockholder meeting. Because she is one of the few board members eligible to vote.
 - b. Joan Ellingsworth attends every stockholder meeting. She is one of the few board members eligible to vote.

- ii. a. The executive director, along with his team members, is working quickly to determine the cause of the problem.
- b. The executive director, along with his team members, are working quickly to determine the cause of the problem.
- iii. a. Listening on the extension, details of the embezzlement plot were overheard by the security chief.
- b. Listening on the extension, the chief overheard details of the embezzlement plot.
- iv. a. First the human resources department interviewed dozens of people. Then it hired a placement service.
- b. First the human resources department interviewed dozens of people then it hired a placement service.
- v. a. Andrews won the sales contest, however he was able to sign up only two new accounts.
- b. Andrews won the sales contest; however, he was able to sign up only two new accounts.
- vi. a. To find the missing file, the whole office was turned inside out.
- b. The whole office was turned inside out to find the missing file.
- vii. a. Having finally gotten his transfer, he is taking his assistant right along with him.
- b. Having finally gotten his transfer, his assistant is going right along with him.
- viii. a. Irving was recruiting team members for her project, she promised supporters unprecedented bonuses.
- b. Because Irving was recruiting team members for her project, she promised supporters unprecedented bonuses.
- ix. a. He left the office unlocked overnight. This was an unconscionable act, considering the high crime rate in this area lately.
- b. He left the office unlocked overnight. An unconscionable act, considering the high crime rate in this area lately.
- x. a. When it comes to safety issues, the abandoned mine, with its collapsing tunnels, are cause for great concern.
- b. When it comes to safety issues, the abandoned mine, with its collapsing tunnels, is cause for great concern.

- 7. Write a memo to employees about the department's high phone bills [5]
- 8. Write an email message to your boss, informing her that one of your key clients is taking its business to a different accounting firm. Will you decide to use direct or indirect approach? [5]
- 9. Write a report to your boss, the store manager, about the outdated items in the warehouse [5]
- 10. How does the appropriate maintenance of etiquette contribute to the success of business? [5]

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

Answer any **THREE** questions:

- 11. Write a notice with agenda for a business meeting. Write a minute of the meeting based on this agenda [10]
- 12. Describe the three-step writing process for writing a persuasive message. [10]
- 13. Explain the 7 Cs of communication with good and bad example of each. [10]
- 14. Explain what kind of problems may occur in different stages of communication and how can you overcome those problems. Answer with reference to the barriers of communication. [10]

15. Prepare a proposal or a report clearly describing the background, problem statement, purpose statement, scope, method, finding, conclusion and recommendation in appropriate format. [10]

SECTION D: CASE STUDY (15 MARKS)

16. Read the case given below and answer the following questions: [3x5=15]

president of global workforce diversity, knows from years of experience that communicating successfully across cultures is no simple task, however—particularly in a company that employs more than 350,000 people and sells to customers in roughly 175 countries around the world.

Language presents a formidable barrier to communication when you consider that IBM's employees speak more than 165 languages. But language is just one of many elements that play a role in communication between cultures. Differences in age, ethnic background, gender, sexual orientation, physical ability, and economic status can all affect the communication process. Glover emphasizes that "to operate successfully, we must be especially mindful of how we respect and value differences among people in countries and regions." He recognizes that these differences represent both a challenge and an opportunity, and a key part of his job is helping IBM executives and employees work together in a way that transforms their cultural differences into a critical business strength. Diversity, he explains, is "an essential aspect of IBM's broader business strategy." To emphasize this fact, managers cannot receive a top performance ranking unless they can demonstrate that they are practicing IBM's diversity values.

Throughout its long history of employing and working with people from a variety of cultures, IBM has learned some powerful lessons. Perhaps the most significant is its conclusion that successfully managing a diverse workforce and competing in a diverse marketplace starts with embracing those differences, not trying to ignore them or pretending they don't affect interpersonal communication. Take Ron Glover's advice when he says that even if your company never does business outside the United States, "You will need to effectively engage differences to remain viable in the economy of the future."

Questions:

- a. Discuss the opportunities and challenges of intercultural communication [3]
- b. Explain the importance of recognizing cultural variations, and list categories of cultural differences. [3]
- c. What steps can you take to improve your intercultural communication skills? [3]
- d. What lessons can companies aspiring to become global force learn from IBM? [3]
- e. What do you understand by "economy of future"? [3]

THE END

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Subject: Business Statistics - I
Full Marks: 100 Pass Marks: 50

R.No.
Course Code: MGT 422/322
Time: 3:00 Hours

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

Tick the best answers.

1. Which one of the followings is not a measure of dispersion?
 - a. Mean deviation
 - b. Average deviation from mean
 - c. Quartile
 - d. Standard deviation
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 holds?
 - a. $Q_3 = \text{Median}$
 - b. $P_{30} = \text{Median}$
 - c. $D_4 = \text{Median}$
 - d. $D_5 = \text{Median}$
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 the 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 16 and its standard deviation is 4, then its standard error of mean is:
- a. 1
 - b. 2
 - c. 3
 - d. 4
14. Coefficient of Quartile deviation =
- a. $Q_3 - Q_1$
 - b. $\frac{1}{2}(Q_3 - Q_1)$
 - c. $\frac{Q_3 - Q_1}{Q_3 + Q_1}$
 - d. $\frac{Q_3 + Q_1}{Q_3 - Q_1}$
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. Define Statistics and distinguish between the primary and the secondary data. Also discuss the different methods of collecting the primary data.
2. Draw a pie chart representing the following data showing export of Garment Company in 2022.

Country	USA	UK	Australia	France	Others	Total
Year 2022	530	83	55	48	24	740

3. The mean and standard deviation of 100 observations were found to be 20 and 3 respectively. After the calculation were made it was found that two observations were incorrect, which were recorded as 20 and 22. Find the mean and standard deviation if the incorrect observations are omitted.
4. The monthly income distribution of 100 families of a community is as follows:

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

Find the highest income of the poorest 30% of the families.

- a. Find the lowest income of richest 40% of the families.
5. Compute the five number summary of the following data and comment about the shape of the distribution.

27	25	15	30	34	28	25	22	20	26	32
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6. The probability that the man will be alive 25 years is $\frac{3}{5}$ and the probability that his wife will be alive 25 years is $\frac{2}{3}$. Find the probability that:
 - a. Both will be alive
 - b. Only man will be alive
 - c. Only the wife will be alive
 - d. At least one will be alive
 - e. Only one of them will be alive 25 years hence
7. Coefficient of variance of two series are 75% and 90% and their standard deviation are 15 and 18 respectively. Find their means.
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?
9. The medical insurance company's records indicate that the average length of stay at a hospital for a patient after an open heart surgery is 10 days. A medical research group wants to reconfirm this average stay. A random sample of 36 such patients was determined that the sample mean was 8.5 days with a standard deviation of 3.3 days. Using a 95% confidence level, check if the insurance company's records are justified.

10. Karl Pearson's coefficient of skewness of a distribution is $= 0.5$. If median and mode of the distribution are respectively 42 and 36. Find the coefficient of variation.

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

Answer any **THREE** questions:

11. The asset structure of listed and unlisted companies in Nepal is as follows:

Asset (Rs. In millions)	No. of listed companies	No. of unlisted companies
0 – 5	20	20
5 – 10	25	30
10 – 15	50	40
15 – 20	40	50
20 – 25	20	20
25 – 30	15	10
Total	170	170

Find the skewness of the asset distribution and make the comment on both listed and unlisted companies. Also comment on the consistency of the asset distribution between the companies.

12. Mr. Joshan established a pen production factory, having three machines A, B and C. Of their production, machine A, B and C produce 1%, 2% and 3% defective pens respectively. Of the total production of pens in the factory, machine A produces 25%, machine B produces 35% and machine C produces 40%. If one pen is selected at random from the total pens produced in a day, find the probability that:
- it is defective pens.
 - it was defective pens produced by machine A.
 - it was defective pens produced by machine B.
 - it was defective pens produced by machine C.
13. Forty five percent of the Nepalese workers gone abroad are illegal. If in a sample of six, Nepalese workers who have gone aboard, what is the probability that?
- Three are illegal
 - At most one is illegal
 - At least two are legal
 - At least one is illegal
 - All are legal
14. In the final 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
0 – 10	4	0 – 10	6
10 – 20	6	10 – 20	6
20 – 30	9	20 – 30	10
30 – 40	7	30 – 40	5
40 – 50	5	40 – 50	6
50 – 60	4	50 – 60	2

- If the consistency of performance is the criteria for awarding a prize, which section should be awarded by the prize?
- Which section students are more intelligent?

5. Ministry of Tourism and civil Aviation has claimed that the average length of stay of tourist in Nepal is 13 days. To test this claim a researcher asked 9 tourists about their length of stay in Nepal and their length of stay in days were 10, 15, 11, 5, 7, 4, 8, 14, and 11. On the basis of this sample result can we conclude that the average length of stay is 13 days?

SECTION D: CASE STUDY (15 MARKS)

16. For a random sample of 10 pigs fed on diet A, the increase in weight (lbs) in a certain period were 10, 17, 13, 12, 9, 8, 14, 15, 6 and 16. For the another random sample of 12 pigs fed on diet B, the increase in weight in the same period were 14, 18, 8, 21, 23, 10, 17, 12, 22, 15, 7 and 13. Test whether diets A and B differ significantly as regards their effect on increase in weight.

THE END

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Subject: Financial Management - I
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R.No.
Course Code: MGT 423/323
Time: 3:00 Hours

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

Tick the best answers.

1. Total common equity divided by common shares outstanding gives.....
 - a. book value of share
 - b. earnings per share
 - c. market value of shares
 - d. dividends per share
2. Future value of interest if it is calculated two times a year can be classified as;
 - a. semi-annual discounting
 - b. annual compounding
 - c. annual discounting
 - d. semiannual compounding
3. The payment divided by interest rate represents:.....
 - a. future value of perpetuity
 - b. due perpetuity
 - c. present value of perpetuity
 - d. deferred perpetuity
4. Total common equity Rs. 99,60,00,000 and outstanding 5,00,00,000 then book value per share would be;
 - a. Rs. 0.05
 - b. Rs. 19.92
 - c. Rs. 15.00
 - d. Rs. 14.00
5. In a firm, "Shareholder wealth" is represented by.....
 - a. the number of people employed in the firm.
 - b. the book value of the firm's assets less the book value of its liabilities.
 - c. the amount of salary paid to its employees.
 - d. the market price per share of the firm's common stock.
6. The series of payment of fixed amount made at the beginning of year for specific number of periods is called:.....
 - a. annuity due
 - b. ordinary annuity
 - c. perpetuity
 - d. none of the above
7. A..... would be an example of a principal, while a would be an example of an agent.
 - a. shareholder; manager
 - b. manager; owner
 - c. accountant; bondholder
 - d. shareholder; bondholder
8. In 3 years you are to receive Rs 5,000. If the interest rate were to suddenly increase, the present value of that future amount to you would
 - a. fall.
 - b. rise.
 - c. remain unchanged.
 - d. cannot be determined without more information.
9. $(1 + i)^n$ is same as.....
 - a. PVIF
 - b. FVIF
 - c. PVIFA
 - d. FVIFA
10. What is the factor for PVIFA, 0%, 5?
 - a. 0
 - b. 1
 - c. 5
 - d. none of the above

11. In a typical loan amortization schedule, the rupee amount of interest paid each period.....
- a. increases with each payment
 - b. decreases with each payment
 - c. remains constant with each payment
 - d. cannot say
12. If payment of security is paid as Rs.100 at end of year for three years, it is an example of;
- a. fixed payment investment
 - b. lump sum amount
 - c. fixed interval investment
 - d. annuit
13. If the projects are mutually exclusive, which one of the followings statement is correct?
- a. Select all the projects having positive NPV
 - b. Select the project having highest NPV
 - c. Select all the projects having $IRR > 1$
 - d. Select the project having $IRR < 1$
14. Which statement best defines the term EOQ?
- a. Inventory level at which the company should give the order for next purchase
 - b. Quantity to be ordered each time based on the simplicity of the management.
 - c. Quantity to be ordered each time where total ordering cost and total carrying cost becomes equal and total cost is minimum.
 - d. Maximum level of stock that can be stored in the stock room.
15. If a bond sells at a high premium, then which one of the followings relationships hold true? (B_0 represents the price of a bond and YTM is the bond's yield to maturity.)
- a. $B_0 < \text{par}$, when $YTM > \text{the coupon rate}$.
 - b. $B_0 > \text{par}$, when $YTM > \text{the coupon rate}$.
 - c. $B_0 > \text{par}$, when $YTM < \text{the coupon rate}$.
 - d. $B_0 < \text{par}$, when $YTM < \text{the coupon rate}$.

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

Answer any **EIGHT** questions:

1. Define financial management. Describe the major functions of financial management. [2+3]
2. What is the difference between yield to maturity and holding period returns? Give an example to illustrate it. [2+3]
3. Define ratio analysis. What are the major limitations of the ratio analysis? [2+3]
4. Sarlai Furniture Company has Rs. 500,000 of debt outstanding, and it pays an interest rate of 10 percent annually. Its annual sales are Rs. 2 million, its average tax is 30 percent and its net profit margin on sales is 5 percent. If the company does not maintain a times interest earned (TIE) ratio of at least 5 times, its bank will refuse to renew the loan and bankruptcy will result. What is Sarlai Furniture's TIE ratio? Is the bank likely to renew the loan? [4+1]
5. Nepal Investment Mega Bank (NIMB) offers you to lend Rs150,000, the loan calls for the payment of Rs20,000 per year for 20 years. What interest rate is the NIMB charging you? [5]
6. Chitwan Electronics has 12 percent coupon bonds on the market with 10 years to maturity. The bonds make annual payment and currently sell for 950.
 - a. What is the current yield on Chitwan Electronics bonds? [1]
 - b. What is the YTM to the bond holders? [4]
7. The Mech Tea Company has just paid a cash dividend of Rs. 20 per share. Investors required 15 percent rate of return from investment. If the dividend is expected to grow at a steady 5 percent per year.
 - a. What is the current value of the stock? [2]
 - b. What will be the stock worth in five years from now? [2]
 - c. If the stock is purchased now for Rs. 150 per share, what will be the capital gain yield to the investors after 5 years? [1]
8. Mid-West University, Office of the Controller of the Examinations is considering to purchase a van to transport the answer books. It invited the tenders from the suppliers. Bhaju Ratna Trading (BRT) and Siprodi Trading (ST) submitted the tenders. Both of the suppliers offer you the same invoice price of Rs165,000. The details of installment to be paid each year of each van supplied by Bhaju Ratna Trading and Siprodi Trading are the followings:

Years	0	1	2	3	4	5	Total
BRT	(27,500)	(27,500)	(27,500)	(27,500)	(27,500)	(27,500)	(165,000)
ST	(40,000)	(35,000)	(30,000)	(25,000)	(20,000)	(15,000)	(165,000)

- The banker of the university agrees to provide loan to the university at a rate of 10 percent per annum.
- a. As a financial analyst of the university, which tender should you accept? Show your analysis by using NPV method. [4]
 - b. Is it possible to calculate IRR from the above cashflow? If yes, calculate. If no, give the reasons. [1]

9. Dang Fertilizer Centers sells 360,000 bags of lawn fertilizer annually. The optimal safety stock is 1,200 bags. Each bag costs the firm Rs. 40. The inventory carrying costs are 2 percent of the inventory value and the cost of placing an order with its suppliers is Rs. 25.
- What is the economic ordering quantity? [1]
 - What is the total cost at EOQ? [1]
 - At what level of inventory, must you give the order for next purchase? [1]
 - What is the maximum inventory of fertilizer? [1]
 - How often must the company order? [1]
10. You placed an order for 200 units of inventory at a unit price of Rs. 60. The suppliers offers terms of 3/10, net 30.
- How long do you have to pay before the amount is overdue? If you take the full period, how much should you remit? [2.5]
 - What is the discount being offered? How quickly must you pay to get the discount? If you do take the discount, how much should you remit? [2.5]

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

Answer any **THREE** questions:

11. What is bond? Explain its characteristics: [2 + 8]
12. What are the financial statements? List some common financial statement users and their purposes for use. [4+6]
13. Assume that it is now January 1, 2023. On January 1, 2024, you will deposit Rs. 1,000 into a saving account that pays you 8 percent interest per annum.
- If the bank compounded interest annually, how much will you have in your account on January 1, 2027? [2.5]
 - What would your balance be on January 1, 2027 if the bank uses quarterly compounding rather than annual compounding? [2.5]
 - Suppose you deposit Rs. 1000 in 4 payments of Rs250 each on January 1 from 2023 to 2026. How much would you have in your account on January 1, 2027, based on annual compounding at given interest rate? [2.5]
 - Suppose you deposit 4 equal installments in your account on each January 1 from 2024 to 2027. Assuming the given interest rate is applied, how large would each of your payments have to be for you to obtain the same ending balance as you calculated in part (a) on the same date? [2.5]
14. Butwal Computer is experiencing a period of rapid growth. Earnings and dividends are expected to grow at a rate of 16 percent during the next two years, at 10 percent in the third year, and at a constant rate of 6 percent thereafter. Butwal Computer's last dividend was Rs11.5 and the required rate of return on the stock of similar company is 12 percent.
- Calculate dividend of year 1, 2, and 3. [1]
 - What is the stock value at horizon date? [1]
 - What is the value of stock today? [2]
 - What will be the value of stock in year 1 and 2? [2]
 - Calculate the dividend yield for year 1 and 2. [2]
 - Calculate the capital gain yield, if you purchase the stock at a price of (c) and hold it until year 3. [2]
15. Sharmila Thapa borrowed Rs 1,500,000 for 4 years from Nabil Bank Ltd. The loan bears a compound annual interest rate of 12 percent and calls for equal annual installment payments at the end of each year for 4 years.
- What is the volume of annual payments? [2]
 - Prepare a schedule showing the fraction of interest and principal payment for each year. [4]

- c. What fraction of payment made in year 2 represents the principal?
d. What fraction of payment made in year 4 represents the interest?

[2]
[2]

SECTION D: CASE STUDY (15 MARKS)

16. Followings are the cash flows of equally risky project X and Project Y:

Years	0	1	2	3	4	5
X	(500,000)	120,000	120,000	120,000	120,000	120,000
Y	(350,000)	150,000	100,000	80,000	60,000	90,000

Suppose you are the project manager and you have to recommend one of these projects for the approval of the BOD. That means the projects are mutually exclusive. The required rate of returns on these projects is 10 percent.

- a. Calculate pay back period for both projects. [1+1]
b. Calculate NPV of the both projects [2+2]
c. Calculate IRR of the both projects [3+3]
d. Does any conflict exist in the results given by the above ranking methods? [1]
e. What would be your decision? Which decision criterion would you follow and why if the conflict exists? [1+1]

THE END

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

R.No.

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

Course Code: MGT 424/324
Time: 3:00 Hours

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

Tick the best answers.

1. _____ is the process of identifying and satisfying the needs of the customer.
 - a. Marketing
 - b. Sales
 - c. Distribution
 - d. Advertising
2. Fulfilling social responsibility is one of the essentials of _____ marketing concept.
 - a. production
 - b. societal
 - c. product
 - d. exchange.
3. An automobile company has a _____ segmentation approach based on that they monitor customer's age, income and gender then they give the approval for the purchase of a car.
 - a. geographic
 - b. benefit
 - c. occasion
 - d. demographic
4. The final stage in the Consumer Decision Making model is _____.
 - a. pre-purchase
 - b. post-purchase
 - c. evaluation of alternatives
 - d. purchase
5. _____ is based on loyalty and encouragement to the consumers to purchase from a particular business or to buy a particular brand
 - a. Rational
 - b. Patronage
 - c. Emotional
 - d. Operational
6. The process of designing the company's image and offering to get a distinctive place in the minds of the target market is known as _____.
 - a. positioning
 - b. targeting
 - c. segmentation
 - d. none of the above
7. Luxury goods such as high fashion and designer clothing would normally have very few, (possibly only one), distribution outlets. What is the term for this?
 - a. Selective distribution
 - b. Exclusive distribution
 - c. Marketing distribution
 - d. Mass distribution
8. The example of vertical channel conflict between the intermediary channels is _____.
 - a. conflict between wholesaler and retailer
 - b. conflict between two retailers
 - c. conflict between two suppliers
 - d. conflict between more than two sales agents
9. The _____ level of Product Life Cycle normally keeps on lasting for a longer period than other stages and sales level falls flat due to market saturation.
 - a. introduction stage
 - b. growth stage
 - c. maturity stage
 - d. decline stage

10. A brand that can assure legal protection and restrict its use to a single seller is called _____
- a. trademark
 - b. brand image
 - c. brand association
 - d. none of the above
11. Radha purchased a pack of crayons for her daughter from a nearby stationery shop. She noticed that the crayons were packed in a portable transparent plastic bag. Identify the level of packaging being described in the above lines.
- a. Primary packaging
 - b. Secondary packaging
 - c. Transportation packaging
 - d. None of the above
12. The _____ of a product mix implies to how many different product lines the company carries.
- a. length
 - b. depth
 - c. width
 - d. consistency
13. Price indicates the _____ which a buyer is ready to exchange for purchase of certain good or service.
- a. satisfaction
 - b. value
 - c. quality
 - d. prestige
14. Which one of the following marketing mix activities is most closely associated with newsletters, catalogues and invitations to organization-sponsored events?
- a. Pricing
 - b. Promotion
 - c. Distribution
 - d. Product
15. Logistics management is mainly concerned about:
- a. promotion
 - b. production
 - c. supply chain management
 - d. sales

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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. How has marketing given the value to the society? Explain [5]
2. What is marketing? Explain the functions of marketing. [5]
3. Define Emotional Buying Motive. As a consumer which motive would you prefer to have your hair cut? [5]
4. What are the factors that affect the internal marketing environment? [5]
5. What is the channel of distribution? Explain the vertical and horizontal channel conflict. [2+3]
6. Define brand image, brand identity and brand equity with suitable examples. [5]
7. What is packaging? Explain the features of good packaging. [2+3]
8. Define pricing. What are the approaches to pricing decision? [5]
9. You are planning to open a cafe near your college, what process would you follow to develop the cafe? [5]
10. Write short notes on: (Any two) [2.5+2.5]
 - a. Marketing Strategies
 - b. Product Mix
 - c. Supply Chain Management

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

Answer any **THREE** questions:

11. Define market segmentation. Explain the bases for market segmentation. [3+7]
12. Explain the life cycle of product along with the marketing strategies in each stage. [10]
13. Explain the channel of distribution for industrial goods. How can you manage the distribution channel if you were the manufacture of a juice company? [5+5]
14. Explain the core concept of marketing. List out the marketing concept and explain the modern marketing and holistic marketing concept in detail. [5+5]
15. What is advertising? Explain the features and forms of advertising that are required in the today's market. [3+7]

SECTION D: CASE STUDY (15 MARKS)

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

Marigold is one of the famous shoes company which is producing the shoes for about two decades in the market. The objective of the company is to earn profit by selling the aggressive shoes. The market is segmented to both male and female including children, young and adults. There are many competitor in the market who are performing better in terms of quality and customer satisfaction. The market positioning of the Marigold shoes seems to focus on affordable price base strategy. Meanwhile after the COVID 19, the company is not able to take the sales to the higher point as earlier market. Even the segmented market and the shoes of the Marigold are same as before, the company is not able to make aggressive sales. On the other side of the competitors, they are offering

the quality of shoes to the customers with various strategies. The customers of Marigold shoes have switched to the other shoes in the market.

There could be many reason behind the loss on sales of Marigold Company after the COVID market. After the proper market research it was found that the market has changed after the COVID and the Marigold Company could not adapt the new marketing environment. The company has decided to hire you as the marketing expert to change the marketing strategy. What would you do to address the following questions of the Marigold Company?

- a. What are the external factors that affected the sales of Marigold shoes? [5]
- b. How would you position the shoes in the market among the competitors? [5]
- c. What could be your promotional strategy for Marigold shoes? [5]

THE END

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

R.No.

Subject: Macroeconomics
Full Marks: 100 Pass Marks: 50

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

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

Tick the best answers.

1. Macro-economics is the study of.....
 - a. theories of national income & employment
 - b. consumer's behavior theory
 - c. production theory
 - d. factor pricing theory
2. Which one of the followings is true?
 - a. $GNP = GDP + \text{Depreciation}$
 - b. $NNP = GNP + \text{Depreciation}$
 - c. $NNP = GNP - \text{Depreciation}$
 - d. $GNP = NNP - \text{Depreciation}$
3. Macro dynamic analysis shows.....
 - a. the relationship between macroeconomic variables obtained at a single equilibrium point
 - b. Compares the relationship between macroeconomic variables obtained at two equilibrium points
 - c. time path of macroeconomic variables
 - d. none of the above
4. Why is the intermediate goods not included in the national income while measuring it?
 - a. To avoid double accounting
 - b. It decreases income
 - c. Intermediate goods is not good
 - d. All of these
5. The relationship between APC and MPC in Keynesian consumption function is;
 - a. $APC = MPC$
 - b. $APC < MPC$
 - c. $MPC < APC$
 - d. None of above
6. Simple tax multiplier is ;
 - a. $\frac{1}{1-b}$
 - b. $\frac{-b}{1-b}$
 - c. 1
 - d. $\frac{b}{1-b}$
7. According to Keynes what causes changes in inducement to invest by entrepreneur?
 - a. MPC and MEI
 - b. MEC and MPS
 - c. MEC and rate of interest
 - d. MPC and rate of interest
8. The concept of super multiplier is based on the assumption of:
 - a. import as a function of income
 - b. government expenditure financed by tax revenue
 - c. total investment is the sum of autonomous and induced investment
 - d. all of the above
9. Coefficient of acceleration is.....
 - a. $\frac{\Delta C}{\Delta Y}$
 - b. $\frac{\Delta S}{\Delta Y}$
 - c. $\frac{\Delta I}{\Delta Y}$
 - d. $\frac{\Delta Y}{\Delta I}$

10. Demand pull inflation occurs when:
- a. aggregate demand decreases
 - b. aggregate supply decreases
 - c. unemployment increases
 - d. aggregate demand increases
11. Which one of the followings shows IS – Curve?
- a. Positive relationship between interest rate and income
 - b. Inverse relationship between interest rate and income
 - c. Inverse relationship between demand for money and interest rate
 - d. Positive relationship between demand for money and income
12. When money supply increases, it shifts
- a. the LM curve rightward
 - b. the LM curve leftward
 - c. the IS curve rightward
 - d. the IS- curve leftward
13. General equilibrium requires;
- a. $AD = AS$
 - b. $Md = Ms$
 - c. $S = I$
 - d. $IS = LM$
14. Deficiency in aggregate demand during depression period leads to:
- a. cyclical unemployment
 - b. seasonal unemployment
 - c. open unemployment
 - d. structural unemployment
15. Which one of the followings is not related to monetary policy?
- a. Bank rate
 - b. tax
 - c. Cash reserve ratio
 - d. Margin Requirement

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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. Explain the uses of macroeconomics in business decision making.
2. What is national income? Discuss any five difficulties of measurement of national income.
3. If the consumption and investment is given as $C=860+0.8Y$ and $I=70$
 - a. What will be the equilibrium income?
 - b. Calculate the value of multiplier.
 - c. If autonomous investment increases by 20, what will be the new equilibrium income ?
4. Explain the concept of paradox of thrift.
5. Write short notes on inflationary and deflationary gaps.
6. Discuss the says law of market.
7. Define business cycle. What are its phases?
8. Derive tax multiplier mathematically and calculate the coefficient of tax multiplier if $MPC = 0.8$.
9. Write the difference between MEC and MEI.
10. What are the objectives of fiscal policy in underdeveloped countries like Nepal? Explain.

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

Answer any **THREE** questions:

11. Consider an economy produces only three fruits.

In base year

Fruits	Quantity	Price (Rs)
Apples	6,000 kg	100 per kg
Bananas	12,000 bunches	40 per bunch
Oranges	4,000 kg	60 per kg

Current Year

Fruits	Quantity	Price (Rs)
Apples	5,000 kg	150 per kg
Bananas	16,000 bunches	35 per bunch
Oranges	10,000 kg	70 per kg

Find nominal and real GDP for base year and current year. Also find the rate of inflation by the help of GDP deflator.

12. Explain the circular flow of income and expenditure in an open economy.
13. How is employment as well as output determined under the Theory of Effective Demand? Explain.
14. Suppose the following functions are given.

$$C = 100 + 0.8Y, \quad I = 120 - 5i$$

$$S = -100 + 0.2Y \quad M_s = 120$$

$$M_d = 0.2y - 5i$$

Find out:

- a. The IS-curve equation
- b. The LM-curve equation
- c. Interest rate at general equilibrium
- d. Income at general equilibrium

15. Explain how income as well as output is determined under a three sector economy.

SECTION D: CASE STUDY (15 MARKS)

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

Nepal Rastra Bank (Central bank of Nepal), is concerned about the rate of inflation because of the realization that inflation is costly, and businesses and households perform poorly when inflation is high and unpredictable. When households and businesses perform poorly, it will have an adverse effect on the sustained economic growth of the country. In addition, the uncertainty associated to a high and volatile unanticipated inflation has been found to be one of the main determinants of the rate of return of capital and investment. To achieve high economic growth, it is necessary to increase real GDP rather than nominal GDP. No doubt, Poverty reduction, employment creation, proper utilization of natural resources is only possible through sustained economic growth. But recent studies show that developing countries are equally vulnerable to erratic inflation rate and if not seriously taken in to consideration, might cost economic growth and poverty reduction goals. High and persistent inflation and low economic growth-at the same time have been major characteristics of Nepalese economy in recent years. In the last five years, the average rate of inflation was around 5 percent. The average annual economic growth rate for last five years was around 4 percent. Nepal maintains a pegged exchange rate regime with India, and around two-thirds of its total trade takes place with India. Thus, Nepal's inflation is significantly influenced by inflation in India. Several empirical studies have shown that Nepal's inflation is largely determined by Indian Inflation.

Questions :

- a. Why is Nepal's Inflation influenced by the inflation in India? [5]
- b. How can we control inflation with the help of monetary policy? [5]
- c. To achieve high economic growth in Nepal, Which sector should be given top priority? Why? [5]

THE END