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

Subject: Business Communication

Full Marks: 100 Pass Marks: 50

R.No. ....

Course Code: MGT 321

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 the most accurate description of the role that communication will play in your career?
   a. Ideas matter more than anything, so as long as you are creative and have strong business sense, you can hire people to take care of communication tasks.
   b. No matter what other skills, connections, and attributes you have, your prospects will be limited if you don't have good communication skills.
   c. In today's tough business world, performance is the most important differentiator; everything else is a distant second.
   d. As a "soft skill," communication is important in some careers, such as sales and human resources, but not in technical, financial, or administrative careers.

2. Which one of the followings is not a skill that employers will expect you to have?
   a. Communicating effectively with people from diverse backgrounds and experiences
   b. Using communication technologies effectively and efficiently
   c. Managing your time wisely and using resources efficiently
   d. Commanding employees to follow orders

3. If you're giving an important presentation and notice that many of the audience members look away when you try to make momentary eye contact, which one of the followings is the most likely going on?
   a. These audience members don't want to challenge your authority by making direct eye contact.
   b. You work with a lot of shy people.
   c. The information you're presenting is making your audience uncomfortable in some way.
   d. The audience is taking time to think carefully about the information you're presenting.

4. The three major steps in the three-step writing process are:
   a. Writing, editing, and producing
   b. Planning, writing, and completing
   c. Writing, editing, and distributing
   d. Organizing, defining your purpose, and writing

5. If you were to write a letter to a manufacturer complaining about a defective product and asking for a refund, your general purpose would be:
   a. To persuade
   b. To inform
   c. To collaborate
   d. To entertain

6. 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

7. When your audience is likely to have a skeptical or even hostile reaction to your main idea, you should generally use:
   a. The direct approach
   b. The indirect approach
   c. The open-ended approach
   d. The closed approach

8. Why should you take the time to adapt your messages to your audience?
   a. People are more inclined to read and respond to messages that they believe apply to them and their concerns.
   b. Adapting messages to audiences is corporate policy in nearly all large companies.
   c. Adapting your message saves time during planning and writing.
   d. You can manipulate audience responses more easily by adapting your messages.
9. Where is the most emphatic place to put a dependent clause?
   a. At the end of the sentence
   b. At the beginning of the sentence
   c. In the middle of the sentence
   d. Anywhere in the sentence
10. Which one of the following sentences lacks parallelism?
   a. Consumers can download stock research, they can electronically file their tax returns, they can create a portfolio, or they can choose from an array of recommended mutual funds.
   b. Consumers can download stock research, can electronically file their tax returns, create a portfolio, or they can choose from an array of recommended mutual funds.
   c. Consumers can download stock research, can electronically file their tax returns, can create a portfolio, or can choose from an array of recommended mutual funds.
   d. Consumers can download stock research, electronically file their tax returns, create a portfolio, or choose from an array of recommended mutual funds.
11. Which of the following sentences does not have a dangling modifier?
   a. Lacking brand recognition, some consumers are wary of using Internet-only banks.
   b. Because Internet-only banks lack brand recognition, some consumers are wary of using them.
   c. Because of a lack of brand recognition, some consumers are wary of using Internet-only banks.
   d. All have dangling modifiers.
12. Which one of the followings is the most effective email subject line?
   a. Production line: wiring issues
   b. Wiring errors in production: let's analyze the problem and explore solutions
   c. Wiring errors on the production line MUST STOP NOW!
   d. Careless employees => unhappy customers => fewer customers => fewer employees.
13. If you are requesting an adjustment from a company but you're not sure what the best solution would be, which one of the following tactics would be the best one?
   a. Ask the company to assess the situation and offer advice on solving the problem
   b. Don't ask for a solution, because doing so could lead to a suboptimal outcome for you
   c. Subtly hint that legal action could light a fi re under the company
   d. Demand that the company solve the problem immediately; after all, it's the right thing to do.
14. If you forgot to shut off your mobile phone before stepping into a business meeting and you receive a call during the meeting, the most appropriate thing to do is to:
   a. lower your voice to protect the privacy of your phone conversation
   b. answer the phone and then quickly hang it up to minimize the disruption to the meeting
   c. excuse yourself from the meeting and find a quiet place to talk
   d. continue to participate in the meeting while taking the call; this shows everyone that you're an effective multitasker.
15. Constantly testing the limits of your company's dress and grooming standards sends a strong signal that you:
   a. don't understand or don't respect your company's culture
   b. are a strong advocate for workers' rights.
   c. are a creative and independent thinker who is likely to generate lots of successful business ideas.
   d. represent the leading edge of a new generation of enlightened workers who will redefine the workplace according to contemporary standards.

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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. Define Business Communication and briefly describe its importance. [3+2]
2. What are the barriers of communication? Describe with examples. [5]
3. Enlist the 7Cs and explain each of them briefly. [5]
4. What is meeting? Discuss the various sorts of etiquette of meeting. [2+3]
5. Discuss 'types of pronoun' in grammar study and write one example for each type. [2.5+2.5]
6. What is an email? What sorts of technique should be applied while writing an email? [5]
7. Write a short note on 'Corporate Culture'. [5]
8. What is a report? Why is it important to write a trip report? [5]
9. What makes most of the English words confusing? Make a list of confusing words in English. [5]
10. Define business etiquette and show its importance in corporate institutions. [5]

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

Answer any THREE questions:

11. Write a letter to the editor about the impact of flood on business and daily life of the people in your community and give some short term and long-term ways to be out from this problem. [10]
12. "Business communication is the life blood of any organization". Justify your answer with examples and reasons. [10]
13. What is business manner? Discuss the etiquette in social setting. [10]
14. Compare Verbal and Non-Verbal Communications. Show its importance in Business Communication. [5+5]
15. Prepare a memo about one of the major problems that the BBA 2nd Semester Students are facing currently. [10]

SECTION D: CASE STUDY (15 MARKS)

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

For about as long as Internet communication has been possible, frustrated customers have been going online to complain about faulty products, confusing instructions, and poor service. When Web 2.0 tools hit the scene a few years ago, giving even nontechnical consumers a ready voice, the stream of "I need help!" messages turned into a full-time flood. On product review and shopping websites, enthusiast blogs, and various "complaint sites," consumers can vent their frustrations and ask for help when they feel they aren't getting satisfaction from the companies with which they do business.

These complaint sites can occasionally provide answers for visitors, but they suffer from four fundamental drawbacks. First, they are randomly scattered all over the Web, so many consumers are never quite sure where to look for help. Second, the right experts from the right companies are rarely involved, meaning that customers often have to rely on each other— which sometimes works but sometimes doesn't. Third, even companies that make a valiant effort to keep their customers satisfied know that everyone can benefit if customers can share ideas, learn from one another, and participate in ongoing conversations. Fourth,

companies often find that multiple customers have the same routine questions, but communicating with all of them individually can be time-consuming and expensive.

The San Francisco–based company Get Satisfaction is working to address all these issues. CEO Thor Muller explains that the company is "creating a kind of social network designed for companies and customers to communicate with each other." Consumers can post questions or complaints and request email notification whenever a response is posted. If someone else has already posted the same complaint, all a visitor needs to do is ask to be notified when the issue is resolved, saving time for the people asking and answering questions. Consumers can also suggest ideas for new products and services or improvements to existing offerings.

On the other side of the relationship, employees from companies that sell products and services can register as official representatives to answer questions, solve problems, and solicit feedback. As both knowledgeable consumers and company representatives provide answers and solutions, the responses voted most useful rise to the top, ensuring that visitors always get the most helpful information available. Companies that use Get Satisfaction's services can deploy customer service capabilities on Face book, Twitter, and their own company blogs to try to capture as many customer service conversations as possible. As Muller explains, "When customers start to converge and talk, for many companies this is gold—real engagement with current or future customers." The idea certainly seems to be catching on, with nearly 50,000 companies now using Get Satisfaction to help their customers get satisfaction from the products and services they buy.

Questions:

a. How have the online ways of making complaints brought change in customer care? [3]

b. Briefly summarize the fundamental drawbacks of the complaint sites. [3]

c. How did Get Satisfaction help overcome the existing problems in online complaint communication? [3]

d. How can providing the solutions to business communication problems be a good business idea? [3]

e. What kind of the online business communication model can be suitable in Nepalese context? [3]

THE END

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Chance Examination-2079
Bachelor of Business Administration (BBA)
Semester - II

Subject: Business Statistics-I	Course Code: MGT 322
Full Marks: 100 Pass Marks: 50	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. Define Statistics with its functions and limitations.

2. Describe the different types of measurement scaling.

3. Differentiate between primary data and secondary data.

4. Arithmetic mean of 98 items is 50. Two items 60 and 70 were left out at the time of calculations. What is the correct mean of all the items?

5. In a 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.

6. If $\sum f = N = 25$, $\sum fx = 230$ and $\sum fx^2 = 2660$, find the coefficient of variation.

7. 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.

8. A random sample of weekly road accidents that occurred during the various day of the week in the Kathmandu valley is given below:

Day	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total
No. of accident	14	16	8	12	11	9	14	84

Test whether the accidents are uniformly distributed over the week.

9. An unbiased coin is tossed 6 times. find the probability of obtaining:
   a. exactly 4 heads
   b. no heads.

10. What are the criteria for the distribution to follow binomial distribution and poisson distribution?

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

Answer any THREE questions:

11. The mean and variance of the marks in statistics obtained by all the students of a certain college was computed as 60 and 100 respectively. Later on it was discovered that the score 76 was wrongly taken as 67. Find the mean and standard deviation of scores when the wrong value is omitted?   [10]

12. Define skewness of the distribution. Find the five number summary from the following data set: 2, 6, 8, 1, 7, 10, 19, 12, 16, 11. Draw box and whisker plot for each set on same number line. Comment on the shape of the distribution of each set.   [2+5+3]

13. There are three machines A, B and C producing 1000, 2000 and 3000 articles per hour respectively. These machines are known to be producing 1%, 2% and 3% defectives respectively. One article is selected at random from an hour production of the three machines and found to be defective. What is the probability that the article is produced from?   [10]

a. Machine A   b. Machine B, and   c. Machine C

14. Ten unbiased coins are tossed simultaneously. What is the probability of obtaining: [2×5=10]
(i) exactly 6 heads, (ii) at least 8 heads, (iii) no head, (iv) at least one head, (v) not more than 3 heads.

15. Define confidence interval. A sample of 26 bulbs gives a mean life of 990 hours with a standard deviation of 20 hours. The manufacturer claims that the mean life of bulbs is 1000 hours. Is the sample not up to the standard?

[3+7]

SECTION D: CASE STUDY (15 MARKS)

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

140, 139, 126, 114, 100, 88, 62, 77, 99, 103, 108, 129, 144, 148, 134, 63, 69, 148, 132, 118, 142, 116, 123, 104, 95, 80, 85, 106, 123, 133

The firm gave the bonus of Rs. 10,15,20,25,30 and 35 for individuals respectively belonging in the respective salary groups: Exceeding 60 but not exceeding 75, exceeding 75 but not exceeding 90 and so on up to exceeding 135 and not exceeding 150. Find the average bonus paid and the standard deviation.

THE END

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Semester - II

Subject: Business Statistics-I

Full Marks: 100   Pass Marks: 50

R.No. ....

Course Code: MGT 322

Time: 3:00 Hours

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

Tick the best answers.

1. Primary data are collected by using the method of:
   a. interview
   b. mailed questionnaire
   c. schedule sent through enumerator
   d. all of the above

2. The father of statistics is..............
   a. R.A. Fisher
   b. Karl Pearson
   c. A.B. Bowley
   d. Secrist

3. What is the value of first quartile for the observation 15, 18, 10, 20, 23, 28, 12, 16?
   a. 17
   b. 12.75
   c. 12
   d. 16

4. What is the G.M. for the numbers 8, 24, 40?
   a. 24
   b. 12
   c. $8\sqrt[3]{15}$
   d. 10

5. Which one is the absolute measure of dispersion?
   a. Range
   b. Mean deviation
   c. standard deviation
   d. All these measures

6. The appropriate measure of dispersion for open end classification is ....
   a. standard deviation
   b. mean deviation
   c. quartile deviation
   d. all these measure

7. Var(ax + b) is equal to
   a. a Var(x)+b
   b. a^2 Var(x)
   c. a^2Var(x)+b
   d. a Var(x)

8. In the binomial distribution mean is equal to:
   a. np
   b. npq
   c. C(n,r)
   d. $e^{-\lambda}$

9. The Z variate in the normal distribution is calculated by:
   a. $Z = \frac{\mu - x}{\sigma}$
   b. $Z = \frac{x - \sigma}{\mu}$
   c. $Z = \frac{\sigma - \mu}{x}$
   d. $Z = \frac{x - \mu}{\sigma}$

10. Confidence interval estimate of population mean is:
    a. $\pm z_\alpha \, SE(\bar{x})$
    b. $\bar{x} + z_\alpha \, SE(\bar{x})$
    c. $\bar{x} - z_\alpha \, SE(\bar{x})$
    d. $\bar{x} \pm z_\alpha \, SE(P)$

11. The sum of n observation is 630 and its mean is 42, the value of n is............
    a. 21
    b. 30
    c. 15
    d. 20

12. The level of significance is the probability of:
    a. type II error
    b. type I error
    c. non committing error
    d. any of these

13. Probability can take values:
    a. $-\infty$ to ∞
    c. -1 to 1
    b. $-\infty$ to 1
    d. 0 to 1
14. If A and B are two events, the probability of occurrence of either A or B is given as:
    a. $P(A\cup B)$
    c. $P(A\cap B)$
    b. $P(A) + P(B)$
    d. $P(A).P(B)$
15. Whether a test is one sided or two sided depends on:
    a. null hypothesis
    c. composite hypothesis
    b. alternative hypothesis
    d. simple hypothesis

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Bachelor of Business Administration (BBA)
Semester - II

R.No. ....

Subject: Financial Management-I

Full Marks: 100   Pass Marks: 50

Course Code: MGT 323

Time: 3:00 Hours

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

Tick the best answers.

1. The concept of financial management is mainly related to:
   a. arrangement of fund for the company
   b. procurement and utilization of fund for company operations
   c. profit maximize for the organization
   d. accounting of profit and loss on yearly basis

2. Which of the following statements is correct regarding profit maximization as the primary goal of the firm?
   a. Profit maximization considers the firm's risk level.
   b. Profit maximization will not lead to increasing short-term profits at the expense of lowering expected future profits.
   c. Profit maximization does consider the impact on individual shareholder's EPS.
   d. Profit maximization is concerned more with maximizing net income than the stock price.

3. If the present value of cash inflows are greater than the present value of cash outflows, the project would be:
   a. accepted
   b. rejected with condition
   c. rejected with approval
   d. rejected

4. The calculation of present value by discounting the future cash flows is known as:
   a. ranking
   b. capital budgeting
   c. valuation
   d. performance analysis

5. A firm raise the fund from long term sources of the capital to finance for:
   a. current assets
   b. fixed assets
   c. intangible assets
   d. none of these

6. A firm has the sales of Rs 200,000 for the current year, the cost of goods sold of 60 percent of sales. What is its gross profit margin?
   a. 10%
   b. 20%
   c. 30%
   d. 40%

7. The nominal annual interest rate is 12 percent. The effective annual rate for quarterly compounding is:
   a. 12.55%
   b. 13.55%
   c. 14.55%
   d. 15.55%

8. Permanent working capital _____ .
   a. varies with seasonal needs.
   b. includes fixed assets.
   c. is the amount of current assets required to meet a firm's long-term minimum needs?
   d. includes accounts payable.

9. Preferred stock has all of the following characteristics except:
   a. fixed dividend
   b. the cumulative right to annual dividend
   c. precedence over common stock dividends
   d. residual claim to income

10. Agency relationship examines the:
   a. relationship between the owners and managers of the firm
   b. insurability of the firm's assets
   c. relationship between dividend policy and firm value
   d. value of the firm relative to other firms in the industry

11. The statement of cash flows measures:
   a. the changes in net income over time
   b. the receipt and disbursement of funds of the firm
   c. the assets of the firm and the means by which they are financed
   d. emphasizes the critical nature of the firm's cash flows

12. The bond which is selling on the market on below at the par value is known as:
   a. premium bond
   b. par bond
   c. discount bond
   d. non of above

13. Under a preemptive right provision:
   a. a holder of common stock must be given the first option to purchase new shares
   b. common shareholders have a preemptive rights to dividends
   c. preferred shareholders have a first option on new common shares
   d. dilution of existing positions is encouraged

14. A common measure of indebtedness is the :
   a. debt ratio
   b. profitability ratio
   c. turnover ratio
   d. market value ratio

15. The projects become mutually exclusive when:
   a. the function of two projects are different
   b. the function of two projects are same
   c. if two projects are not depended with each other
   d. non of the above

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Subject: Financial Management-I

Full Marks: 100   Pass Marks: 50

Course Code: MGT 323

Time: 3:00 Hours

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

Answer any EIGHT questions:

1. Discuss the importance of financial management in any business organization. [5]
2. What are the ratios calculated under the liquidity ratio? Explain the uses of this ratio. [5]
3. Define annuity and its type with examples. Calculate the present value of perpetuity which pays you Rs 100 per year if discount rate is 12 percent per annum. [3+2]
4. ABC Company just borrowed RS 25,000. The loan is repaid in equal installment at the end of each next 5 years and interest rate is 10 percent.
   a. Set up loan amortization schedule for the loan. [3]
   b. What fraction of the payment made in year 2 represents the repayment principal? [1]
   c. What fraction of the payment made in year 3 represent the interest? [1]
5. The RARA Company has a quick ratio of 1.4, a current ratio of 3.0, inventory turnover of 6 times, total assets of Rs 810,000 and cash and marketable securities of Rs 120,000 in 2020. What were company's annual sales and DSO for that year? Assume there are 365 days in a year. [5]
6. "A rupee in hand today is worth more than a rupee to be received next year". Explain this statement with suitable example. [5]
7. Apex Computer Suppliers must order floppy disk in one dozen boxes. Given the following information, complete the below and determine the economic order quantity of floppy disk for delta computer supplier Inc. [5]

Annual Demand is 260,000 dozen

Carrying cost is 20%

Price per dozen is RS 7.80

Order Size (dozens)	2,500	500	10,000	20,000	130,000	260,000
No of orders						
Average inventory						
Carrying Cost						
Oder Cost						
Total Cost						

8. What is capital budgeting decision? Why capital budgeting decision is so important to a business organization? Explain. [2+3]
9. XYZ Company has an irregular dividend policy. The company has just paid a dividend of Rs 12 per share and has announced that it will increase the dividend by Rs 6 per share for each of the next four years and then the dividend will grow at a constant rate of 5 percent forever. If you required a 10 percent return on the company's stock, how much will you pay for a share today? [5]
10. Describe cash conversion cycle and its components. [5]

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

Answer any THREE questions:

11. Suppose you are a Chief Financial Officer (CFO) and you are in dilemma whether to focus on 'Shareholde Wealth Maximization' or 'Profit Maximization'. Based on above scenario, justify your decision. [10]

12. Prepare the cash flow statements from given balance sheet and income statement.. [10]

	2015	2016
Assets		
Cash	9,000	7,282
Short-term investments	48,600	20,000
Account receivable	351,200	632,160
Inventories	715,200	1,287,360
Total current assets	1,124,000	1,946,802
Gross fixed assets	491,000	1,202,950
Less: accumulated depreciation	146,200	263,160
Net fixed assets	344,800	939,790
Total assets	1,468,800	2,886,592
Liabilities and Equity		
Accounts payable	145,600	324,000
Notes payable	200,000	720,000
Accruals	136,000	284,960
Total current liabilities	481,600	1,328,960
Long term-debt	323,432	1,000,000
Common stock (100,000 shares)	460,000	460,000
Retained earnings	203,768	97,632
Total equity	663,768	557,632
Total liabilities and equity	1,468,800	2,886,592

Additional information:

Year	2015	2016
Net income	87,960	(95,136)
Depreciation	18,000	116,960
Dividend	22,000	11,000

13. A 10 year 12 percent semiannual coupon bond with par value of Rs1000 may be called in 4 years at a call price of Rs 1060. The bond sells for Rs 1,100. (Assume then at the bond has just been issued).
   a. What is the bond yield to maturity? [3]
   b. What is the bonds current yield? [2]
   c. What is the bond's capital gain or loss yield bond? [2]
   d. What is the bond's yield to call? [3]

14. What is working capital? What factors a firms consider in financing working capital needed? [5+5]

15. Following financial data of J.K. Paper Company are available for the current year. [7+3]
   Cash and marketable securities =Rs. 20,000
   Fixed assets   =Rs. 56,700
   Sales   =Rs. 200,000
   Net Income   =Rs. 10,000
   Quick ratio   =2 times
   Current ratio   = 3 times
   DSO   =40 days
   Return on equity   =12%
   The firm as no preferred stock. Assume 360 days a year.
      a. Find the firm's (i) accounts receivable, (ii) current liabilities, (iii) current assets, (iv) total assets, (v) return on assets (ROA), (vi) common equity , and (Vii) long term debt
      b. in part (a) you should have found the firm's accounts receivable equal to Rs. 22222.22 . How much cash would it generate, if the firm could reduce its DSO from 40 days to 30 days while holding other tings constant? If this cash were used to buy back common stock (at book value a) and thus reduced the amount of common equity , how would affect (i) the ROE, (ii) the ROA and (iii) the total debt to total asset ratio?

SECTION D: CASE STUDY (15 MARKS)

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

Suppose you are the project manager of Hi-Tack Company. The director of capital budgeting has asked you to analyze proposed capital investment: Project X and Project Y. The cost of capital for each project is 12%. The initial investment and expected net cash flow is as follows:

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

a. Calculate each project's payback period. If firm set maximum payback of 4 years, suggest as to which project is preferred. [5]

b. Calculate the net present value of each project. Under this criteria which project should you prefer? [5]

c. Calculate the internal rate of return for each project. [5]

THE END

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Bachelor of Business Administration (BBA)
Semester - II

R.No. ....

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

Course Code: MGT 324
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 following statements is correct?
   a. Marketing is the term used to refer only to the sales function within a firm
   b. Marketing managers usually don't get involved in production or distribution decisions
   c. Marketing is an activity that considers only the needs of the organization, not the needs of society as a whole
   d. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have the value for customers, clients, partners, and society at large

2. Which one of the followings is NOT an element of the marketing mix?
   a. Distribution
   b. Product
   c. Target market
   d. Pricing

3. Political campaigns are generally the examples of:
   a. Cause marketing
   b. Organization marketing
   c. Event marketing
   d. Person marketing

4. Logistics means _____.
   a. Production
   b. Flow of goods
   c. Consumption
   d. Marketing channel

5. _____ is the concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent, and compelling message about the organization and its products.
   a. The promotion mix
   b. Integrated international affairs
   c. Integrated marketing communications
   d. Integrated demand characteristics

6. Marketing buzz means _____.
   a. viral marketing
   b. virtual marketing
   c. de-marketing
   d. social marketing

7. Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of:
   a. pricing
   b. distribution
   c. product development
   d. promotion

8. Market expansion is usually achieved by:
   a. More effective use of distribution
   b. More effective use of advertising
   c. By cutting prices
   d. All of the above are suitable tactics

9. Today's marketers need _____
    a. neither creativity nor critical thinking skills
    b. both creativity and critical thinking skills
    c. critical thinking skills but not creativity
    d. creativity but not critical thinking skills

10. _____ is a strategy of using a successful brand name to launch a new or modified product in a new category.
    a. Duo-branding
    b. Line extension
    c. Brand extension
    d. Multi-branding

11. The stage is the product life cycle that focuses on expanding market and creating product awareness and trial is the:
    a. decline stage
    b. introduction stage
    c. growth stage
    d. maturity stage

12. Marketing channel that involves no intermediaries to make its products available to final buyers is classified as
    a. direct channel
    b. indirect channel
    c. static channel
    d. flexible channel

13. Segmentation is the process of:
    a. dividing the market into homogenous groups
    b. selecting one group of consumers among several other groups
    c. creating a unique space in the minds of the target consumer
    d. none of these

14. The groups that have a direct or indirect influence on a person's attitudes or behavior is known as _____.
    a. reference groups
    b. family
    c. roles
    d. status

15. The emotional attachment of a customer towards a brand is known as _____.
    a. brand associations
    b. perceived quality
    c. brand loyalty
    d. brand awareness

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

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

Course Code: MGT 323
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. Write the definition of marketing. With reference to the concept of product mix, identify any four important functions of a marketing manager. [1+4]
2. How does political environment affect marketing decisions and actions of a company? Discuss. [5]
3. What is market segmentation? Discuss the advantages of market segmentation. [1+4]
4. Define marketing strategy and describe the possible market entry strategies for a product. [1+4]
5. Why is packaging decision important? What are the major issues or considerations in packaging? [3+2]
6. Explain the different approaches of pricing strategies that could be implemented while pricing a product. [5]
7. What are the factors that influence the selection of distribution channel? [5]
8. Define the term 'marketing communication' and list out any four objectives of marketing communication. [1+4]
9. What are the steps would you follow during the product development process? [5]
10. Write short notes (on any Two): [2.5+2.5]
    a. Societal concept of marketing
    b. Brand personality
    c. Social media advertising

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

Answer any THREE questions:

11. What does buyer behavior mean? Describe a typical buying process as followed by a customer with major actions in each of the step. [3+7]
12. Give an introduction to personal selling. Explain why personal selling is important for a marketer. Also outline some challenges associated with personal selling. [2+5+3]
13. Define supply chain management. Explain the basic components of supply chain management used in manufacturing. [1+9]
14. When consumers purchase a product, they are not simply purchasing a product. They are placing their trust in the company. Based on the statement, explain why an identifying customer's need and satisfaction is important in marketing. Describe the functions of marketing in brief. [3+7]
15. What do you mean by product positioning? State its types and explain each of them. What are the steps of positioning a product in the market? [1+5+4]

SECTION D: CASE STUDY (15 MARKS)

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

CG COMMUNICATIONS TO START PROVIDING INTERNET SERVICE

Chaudhary Group's CG Communications is starting internet services in Kathmandu. According to the company the CG net will be almost half times cheaper compared to other ISP's prices. The CG Net will give its consumers 120 mbps at only Rs 999. The company intends to make personal and professional lives smoother and quicker by providing high speed to its loyal customers. CG believes that their consumer centered service will introduce better every day experiences to the consumers. CG Net is a national level ISP, that

provides quality internet for both personal and business purposes. The company plans to roll out other popular services like IPTV in the near future. With the increase in consumption of internet for video bingeing, OTT Platforms, work from home and online classes CG Net has started the service from all three districts of Kathmandu valley.

Currently their service is available in Jawalakhel, Jhamsikhel, Bhanimandal and Ekantakuna. The services will be extended to more locations in the next 12 months. It will take 6 to 24 hours to install the CG Net in the aforementioned locations.

There will be no charges for installation and router if you take an annual subscription. Similarly, no charges for installation and cable for 3- and 6-months subscription.

CG says they plan to make their internet services available in the whole country by the end of 2078. The CG Customer Centers will be available in Jawalakhel, Kumaripati, Kirtipur, Nayabazar and Trade Tower, Thapathali in the first phase. More customer service centers shall be built after the network is extended.

Managing Director of CG Communications Nirvana Chaudhary says CG Net was started with a commitment to provide the Nepali people with high-speed internet at the lowest of prices. He says there's a high demand for high speed and top-quality internet for daily consumption in Nepal, and the company is doing its best to assert its presence in the broadband market and lead the nation to a digital age. With the help of Nokia's technology CG Communications will be able to provide top notch services and meet all the future demands as well.

Questions:

a. List out the facts of the case.

b. What sort of brand positioning do you think would be appropriate for the CG internet? Discuss. [5]

[5]

c. Is the CG company delivering customer centric service? If yes, explain and if no, suggest some strategies.

[5]

THE END

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

R.No. ....

Subject: Macroeconomics

Course Code: MGT 325

Full Marks: 100   Pass Marks: 50

Time: 3: 00 Hours

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

(Tick the Any answer)

1. A type of unemployment in which workers are in-between jobs or are searching for new and better jobs is called .... unemployment.
    a. structural
    b. cyclical
    c. frictional
    d. disguised.

2. LM curve is the combination of:
    a. interest rate and investment
    b. interest rate and income
    c. income and saving
    d. income and investment

3. Budget deficit occurs when......
    a. revenue exceeds expenditure
    b. expenditure exceeds revenue
    c. revenue and expenditure are equal
    d. demand exceeds supply.

4. CRR is raised during.......
    a. inflation
    b. deflation
    c. unemployment
    d. stable prices

5. The full form of CPI is........
    a. consumer Product Index
    b. consumer Product Item
    c. consumption Personal Income
    d. consumer Price Index

6. A situation marked by rising prices and stagnation is known as:
    a. inflation
    b. deflation
    c. stagnation
    d. stagflation

7. Consumption curve always originates from the Y-axis because of:
    a. MPC
    b. disposable income
    c. overproduction
    d. autonomous consumption

8. Phillips curve shows the relationship between.........
    a. inflation and output
    b. inflation and employment
    c. inflation rate and unemployment rate
    d. tax and revenue

9. Monetary policy is controlled by:
    a. central government
    b. central bank
    c. state government
    d. private banks

10. At equilibrium of National Income:
    a. $S > I$
    b. $S = I$
    c. $S < I$
    d. none of the above

11. If the MPC is 0.8, the multiplier is:
    a. 2
    b. 5
    c. 0.2
    d. 20

12. NDP at MP will be equal to:
    a. NDP_{FC}+ depreciation
    b. NDP_{FC}+ indirect Taxes
    c. NDP_{FC}- subsidies
    d. NDP_{FC}+ net indirect taxes
13. Macroeconomics is related to the.........
    a. behavior of individual economic units
    b. price theory of goods
    c. allocation of resources
    d. aggregates of the whole economy
14. Keynesian theory of employment is based on:
    a. aggregate demand function
    b. aggregate supply function
    c. national income of an economy
    d. a & b both
15. According to the Liquidity principle theory of interest , money is demanded for:
    a. transactions motive
    b. precautionary motive
    c. speculative motive
    d. all of the above

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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. What are the uses of macroeconomics in business decision making. Explain. [5]
2. Explain the concept of paradox of thrift. [5]
3. "Supply creates its own demand" is the fundamental concept of say's law of market. Discuss. [5]
4. Explain the concept of investment multiplier. What are its leakages? [5]
5. Explain the budget formulation process in Nepal. [5]
6. What is trade cycle? Explain prosperity phase of trade cycle. [2+3]
7. By using the following function, find IS equation and LM equation and equilibrium national income. [5]
   $C = 15+0.5Y$, $I = 200-2000i$ $Lt = 0.5Y$ $Lsp = 110-1500i$ $Ms = 150$

8. Mention the causes of cost push inflation. [5]
9. Explain the role of central bank to run the economic system. [5]
10. You are given the following data:

Commodity	Base year 2020		Price in 2021
	Price (po)	Quantity (qo)	
Orange	120	15	160
Mango	150	10	200
Apple	190	5	220

Required: a) CPI number for the year 2021   b) rate of inflation   [3+2]

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

Answer any THREE questions:

11. Discuss the product market, labour market and money market equilibrium in classical theory of employment. [10]
12. Explain Keynesian income determination model in a three sector economy with transfer payment. [10]
13. Define monetary policy. Describe the instruments of monetary policy. [4+6]
14. Explain the various anti-inflationary measures of inflation. [10]
15. Calculate the national income from the following data using both income and expenditure method. [5+5]

Items	Rs. in million
Rent	2000
Private final consumption expenditure	8000
Interest	3000
Dividends	4500
Undistributed profits	1000
Corporate tax	1500
Government final consumption expenditure	5000
Net domestic capital formation	2500
Compensation of employees	4000
Depreciation	1500
Net indirect taxes	5500
Net factor income from abroad	-1000

Net export	
	2000

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

In 2001, the U.S. economy experienced a pronounced slowdown in economic activity. The unemployment rate rose from 3.9 percent in September 2000 to 4.9 percent in August 2001, and then to 6.3 percent in June 2003. In many ways, the slowdown looked like a typical recession driven by a fall in aggregate demand. Three notable shocks explain this event. The first was a decline in the stock market. During the 1990s, the stock market experienced a boom of historic proportions, as investors became optimistic about the prospects of the new information technology. Some economists viewed the optimism as excessive at the time, and in hindsight this proved to be the case. When the optimism faded, average stock prices fell by about 25 percent from August 2000 to August 2001. The fall in the market reduced household wealth and thus consumer spending. In addition, the declining perceptions of the profitability of the new technologies led to a fall in investment spending. In the language of the IS–LM model, the IS curve shifted to the left. The second shock was the terrorist attacks on New York City and Washington, DC, on September 11, 2001. Moreover, the attacks increased uncertainty about what the future would hold. Uncertainty can reduce spending because households and firms postpone some of their plans until the uncertainty is resolved. Thus, the terrorist attacks shifted the IS curve farther to the left. The third shock was a series of accounting scandals at some of the nation's most prominent corporations, including Enron and WorldCom. The result of these scandals was the bankruptcy of some companies that had fraudulently represented themselves as more profitable than they truly were, criminal convictions for the executives who had been responsible for the fraud, and new laws aimed at regulating corporate accounting standards more thoroughly. These events further depressed stock prices and discouraged business investment—a third leftward shift in the IS curve.

Fiscal and monetary policymakers responded quickly to these events. Congress passed a major tax cut in 2001, including an immediate tax rebate, and a second major tax cut in 2003. One goal of these tax cuts was to stimulate consumer spending. In addition, Congress increased government spending by appropriating funds to assist in New York's recovery and to bail out the ailing airline industry. These fiscal measures shifted the IS curve to the right. At the same time, the Federal Reserve pursued expansionary monetary policy, shifting the LM curve to the right. Economic growth picked up in the second half of 2003 and was strong throughout 2004. By July 2005, the unemployment rate was back down to 5.0 percent, and it stayed at or below that level for the next several years.

Questions:

   a. What are the major causes for the slowdown in the economic activities of the US in 2001?   [4]

   b. What measured did the then government take to overcome the situation?   [4]

   c. Explain how expansionary monetary policy will increase the equilibrium level of income with the help of an IS–LM diagram.   [7]

THE END