

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

R.No.....

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

Course Code: MGT 521
Time: 4:00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 20 = 20 MARKS)/(TIME: 20 MINUTES)

Tick the best answers.

- _____ segmentation groups customers and potential customers together by focusing on certain traits such as age, gender, income, occupation & family status.
 - Demographic
 - Psychographic
 - Behavioral
 - Geographic
- Benefit sought is one of the types of _____ segmentation.
 - psychographic
 - behavioral
 - demographic
 - geographic
- The marketing mix refers to the set of actions, or _____, that a company uses to promote its brand or product in the market.
 - strategy
 - policy
 - tactics
 - guidelines
- _____ strategy was mainly used at the time of production concept.
 - Good Value Pricing
 - Value Based Pricing
 - Skimming Pricing
 - Cost Based Pricing
- In _____ stage small quantity of the trial model is manufactured to designated fictions.
 - prototype development
 - market tests
 - business analysis
 - production development
- In _____ stage in new product development entails test marketing, in which the product is placed on sale in limited geographic area.
 - market tests
 - business analysis
 - production development
 - prototype development
- _____ involves product line length, i.e. the number of items in the product line.
 - Product length decision
 - Product line decision
 - Individual product line decision
 - Product mix decision
- _____ is involved in pricing products that must be used with the main product.
 - Product Line Pricing
 - Optional Product Pricing
 - Captive Product Pricing
 - Product Length Pricing
- Cost analysis is one of the dimensions of _____ analysis.
 - competitor
 - customer
 - customer motivation
 - market

10. Unmet need analysis is one of the dimensions of _____ analysis
- customer
 - competitor
 - customer Motivation
 - market
11. _____ occurs when a company lengthens its product line beyond its present range
- Product Line Stretching
 - Product Line Filling
 - Product Mix Width
 - Product Mix Consistency
12. Mobile messaging and Email Advertising are the examples of _____
- public relations
 - direct marketing
 - mass advertising
 - media marketing
13. _____ concept believes that consumer will favor products that are durable and are backed up by the long term warranties
- Selling
 - Production
 - Product
 - Marketing
14. _____ concept believes that consumers will not buy enough of the company's product unless it undertakes pressure tactics and heavy promotional efforts
- Production
 - Product
 - Marketing
 - Selling
15. In the communication process _____ ensures that the messages are bundled in the right format for the sender to send the appropriate message to the receiver.
- encoding
 - decoding
 - channel Decision
 - receiver
16. A \$100 bottle of perfume may contain only \$3 worth of scent, but some people are willing to pay \$100 because this price indicates something special. This is an example of _____ pricing
- Psychological
 - International
 - Dynamic
 - Geographical
17. _____ defines where the product (item or service) stands in relation to others offering similar products and services in the mind of the consumer
- Segmentation
 - Positioning
 - Targeting
 - Promotion
18. Under _____ distribution, producer sells its product through every available outlet in a market where a consumer might reasonably look for it
- exclusive
 - inferential
 - intensive
 - selective
19. _____ includes the assessment of market size, market growth rate, market profitability, cost structure, distribution system, market trends, key factors for success, and risks in high growth markets.
- Product analysis
 - Customer analysis
 - Trend analysis
 - Market analysis
20. _____ conflict occurs among firms on the same level of distribution
- Horizontal
 - Vertical
 - Selling
 - Segregate

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SECTION B: SHORT ANSWER QUESTIONS (5X6 = 30 MARKS)

Answer any **FIVE** questions:

1. "The customer relationship management improves customer service relationships and assists in customer retention and drive sales growth". Explain the statement. [6]
2. Explain the role of buying centre in an organization. [6]
3. An entrepreneur argues with you that he wants to develop a product that can be targeted to the whole market. How do you explain to him the importance of market segmentation? [6]
4. "Product differentiation allows a company to fight in non price plank". Explain. [6]
5. "Everything is not just about identifying the gap but we have also to identify competitor and develop appropriate strategy to tackle". Explain. [6]
6. Explain the marketing communication process. [6]
7. Explain why it is important to build a brand. Explain. [6]

SECTION C: LONG ANSWER QUESTIONS (2X15 = 30 MARKS)

Answer any **TWO** questions:

8. "Pricing lets a company get paid for the value it creates for customers". Explain the statement taking support of different pricing strategies. [15]
9. Consider that you are interested in buying new laptop for yourself. Explain your decision process. [15]
10. "You can eliminate middlemen, but you cannot eliminate the essential distribution activities they perform". Explain the statement. [15]

SECTION D: CASE STUDY (20 MARKS)

11. Read the **Case** given below and answer the following questions:

Case: Chain Retailer in Nepal

People are getting busier. Gone are the days when the wives looked at the daily chores and the husband were the breadwinners. Now the society has changed and there is different dimension seen in Kathmandu, the capital of the country.

Earlier, the people used to buy the products from the corner retail store which anyone can find at the every street of the capital. Since, the registration process is easier and it involves a low investment to run a retail store in the capital, there are still retail store in almost every corner of the capital. There are many benefits of these kind of stores:- consumer can buy in a small quantity, consumer can avail short credit facility and some offer home delivery facilities as well. More than that it is a good place to gather around chat with neighbor and friends.

Now, the time have changed there are a lot of families with dual income. The challenge that has been put by the environment requires more disposable income. The literacy rate of the female is also ever increasing. So, female are also joining the workforce. This has impacted the retail industry. People do not have time to go to the small retail shops for their daily necessity. They all want one stop solution.

There has been a lot of retail chain brands and each have their own Unique Selling Proposition. Above all, they provide one stop solution to the busy workforce. A family can get their groceries, try new clothes, explore the home appliance and eat something. Some of the retail stores has exceeded expectation by providing hair salon, furniture showroom etc. The chain retail store seems to have caught the opportunity provided by the environment.

Questions

- a. Do you think retail stores have analyzed the environment properly? [5]
- b. What are the factors that the chain retail store has to analyze? [5]
- c. Discuss the changes in the market, [5]
- d. What do you want to recommend to the existing chain retail store? [5]

THE END

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Master of Business Administration (MBA)
Semester - II

R.No.....

Subject: Management Information Systems
Full Marks: 100 Pass Marks: 50

Course Code: MGT 522
Time: 4:00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 20 = 20 MARKS)/ (TIME: 20 MINUTES)

Tick the best answers.

1. A huge collection of the information or data accumulated from several different sources is known as
 - a. data management
 - b. data mining
 - c. data warehouse
 - d. both b and c
2. Which one of these is the competitive force that operate in firms' relevant environment?
 - a. Bargaining Power of Suppliers
 - b. Theory of New Entrants
 - c. Bargaining Power of Customers
 - d. All of the above
3. The strategies for competitive advantage include Cost, Differentiation, Innovation, Growth and Alliance Strategies.
 - a. True
 - b. False
 - c. common
 - d. particular
4. Mainframe computers are used as personal computers, but are also interconnected in a variety of telecommunications networks.
 - a. True
 - b. False
 - c. general
 - d. particular
5. Which one of the functions is the part of Human Resource Management System?
 - a. Payroll Management
 - b. Inventory Control
 - c. Sales Force Automation
 - d. Capital Budgeting
6. Which one level of the organizations is an ESS specifically designed to serve?
 - a. Operational
 - b. End-user
 - c. Middle management
 - d. Senior management
7. The use of the Internet by state agencies to interact with citizens and employees or for revenue collection is called:
 - a. e-commerce
 - b. e-business.
 - c. an intranet
 - d. e-government
8. A faster and more consistent, can have the knowledge of several experts, and does not get tired or distracted by overwork or stress refers to the
 - a. expert system
 - b. knowledge management system
 - c. intelligent agent
 - d. executive information system
9. You are consulting for a natural food products distributor who is interested in determining the benefits it could achieve from implementing new information systems. What will you advise as the first step?
 - a. Identify the business ecosystem the distributor is in
 - b. Implement a strategic transition to the new system
 - c. Perform a strategic systems analysis
 - d. Benchmark existing systems

10. Which one of the followings is not one of the key strategic business objectives that businesses are seeking to achieve when they invest in information systems?
- Operational excellence
 - Improved decision making
 - Improved community relations
 - Survival
11. The information of MIS comes from the
- internal source
 - external source
 - both internal and external source
 - none of the above
12. The basic component(s) of DSS is.(are)
- database
 - model base
 - DSS software system
 - all of the above
13. Tracking employee training, skills, and performance appraisal is an example of a human resource information system operating at the
- Operational level
 - Management level
 - Knowledge level
 - Strategic level
14. Which one of the followings is not a business driver for an information system?
- business process redesign
 - knowledge asset management
 - proliferation of networks and the Internet
 - collaboration and partnership
15. The decision makers who are concerned with tactical (short-term) operational problems and decision making are
- middle managers
 - executive managers
 - supervisors
 - none of the above
16. The most important attribute of information quality that a manager requires is:
- relevance
 - media
 - presentation
 - timeliness
17. Information systems that support the business functions that reach out to suppliers are known as:
- back office information systems
 - decision support systems
 - front office information systems
 - none of the above
18. Which one of the followings is NOT a goal of transaction processing systems?
- capture, process, and store transactions
 - produce a variety of documents related to routine business activities
 - reduce manual effort associated with processing business transactions
 - produce standard reports used for management decision making
19. Which one AI technique enables the computers to understand the associations and relationships between objects and events?
- Heuristic Processing
 - Cognitive Science
 - Relative Symbolism
 - Pattern Matching
20. The component of an expert system is
- knowledge base
 - inference engine
 - user interface
 - all of the above

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SECTION B: SHORT ANSWER QUESTIONS (5X6 = 30 MARKS)

Answer any **FIVE** questions:

1. Explain some of the toughest management challenges in developing IT solutions to solve business problems and meet new business opportunities. [2+3]
2. Explain motivations of capitalizing information technology (IT) and information systems (IS) infrastructure for a digital firm. [5]
3. Explain customer relationship management (CRM) system with business benefits.
4. Explain the different security and ethical challenges of computer crime. [3+5]
5. Describe the main benefits and challenges covered by Enterprise Resource Planning (ERP).
6. In recent days, computer and the internet are providing the basis for sales force automation. Explain how the sales force automation could affect salesperson productivity, marketing management and competitive advantage.
7. Explain the various success factors of E-commerce technology in an online business platform.

SECTION C: LONG ANSWER QUESTIONS (2X15 = 30 MARKS)

Answer any **TWO** questions:

8. It is obvious that there are financial and technical limitations in both government and non-profit agencies that contribute to society risks, is it still beneficial for those type of businesses to invest in artificial intelligence? Explain your position why or why not? [10+5]
9. A company can survive and succeed in the long run only if it successfully develops strategies to confront five competitive forces that shape the structure of competition on its industry. Explain the competitive forces and strategies model of IT infrastructure to a business. [8+7]
10. Supply chain management is integrating the entire chain right from suppliers to manufacturers, distributors, wholesalers, retailers and finally to the end customers, and emphasizes the need for collaboration between all entities to optimize the whole system. Describe how firms benefits from using Information system to facilitate Supply Chain Management System (SCM) with the help of real world examples. [10+5]

SECTION D: CASE STUDY (20 MARKS)

11. Read the Case given below and answer the following questions:
Hilton Hotel Corporation- Data Driven Hospitality Hotels Corporation has learned that customers are more satisfied when they have a problem and the hotel staff takes care of it than if the stay goes flawlessly. Giving hotel staff the information to make critical recoveries is the reason Hilton, during one of the industry's worst downturns in decades, piled \$50 million into a custom built customer relationship management (CRM) information system that has been integrated to cover 22 million guests in every property across the eight brands that Hilton owns. "The hospitality industry is a people business," says CIO Tim Harvey. "It doesn't do any good to have great customer information that's only in the reservations system and available to the call center. We need to have it common across all systems." Hilton is putting its CRM system, called OnQ, to the test in a high-stakes expansion program. As the industry regains momentum, Hilton is opening an estimated 275 hotels by the end of 2005. OnQ is the IT center piece of a 2-year old Hilton CRM strategy, officially known as "Customers really matter." The strategy is pinned on the idea that employees with a clear idea of who customers are and what their past Hilton experiences have been, will help for constant improvement. There are plenty of risks in the strategy. For one, Hilton needs to present its deep customer histories clearly enough that employees at the front desks, where turnover averages more than 100 percent a year, can put it to use. And Hilton is trying to use the integrated information system to build loyalty with customers across an incredibly diverse mix of eight hotel brands—so the same customer is recognized checking into a \$79 room at Hampton Inn in Davenport, Iowa. or a \$540 suite at the

Hilton Hawaiian Village in Honolulu. The risk Harvey and his team know they need to guard against is hitting a hotel staff with so much information, or doing it in such a disruptive way, that it prevents employees from interacting with guests and making judgments. A lot of love and sweat went into building OnQ, a system that's about 70 percent custom-coded. The custom components include a property-management system, the CRM application, and a hotel owner-reporting module. The system is delivered as an IT service to the franchise dominated chain. Hilton owns just 52 of its 2,216 hotels, and franchisees license the software, paying Hilton annual fees that work out to about three-fourths of 1 percent of a hotel's revenue. Hilton's IT leadership is stacked with hotel industry veterans who have no trouble defining IT success in terms of how quickly guests get to their rooms and whether the rooms are what they asked for. Harvey looks at it this way: If guests are disappointed, eventually Hilton's shareholders will be, too. "We are passionate that our brand is only as good as our customers think we are," he says. OnQ's \$50 million price tag makes it by far Hilton's largest technology investment of the past several years. For OnQ to fulfill its mission, it needs to do more than deliver information; it needs to be a decision-support tool. For example, if a guest has complained in the past about being bumped from an overbooked hotel and moved to another Hilton property, the system will highlight that history should the same situation come up, thus making it less likely a hotel will ask that customer to "walk" again. One way OnQ already is yielding measurable benefits is in its ability to match customer reservations with profile database records. Before the system's deployment, just 2 of every 10 guest reservations could be matched to an existing profile. With OnQ, it's matching 4.7, and Hilton says that number can be closer to 6. Such success brings a smile to the face of Chuck Scoggins, senior director of Hilton.com and a key figure in the OnQ development project. Each customer profile includes a variety of information, from credit card data and stay histories to frequent-flier miles and room preferences, all of which can be used to match people to their profiles. The company considers its matching technology, which lets the front desk search through 180 million records and get answers almost instantly, to be critical intellectual property. "These are our algorithms, and we believe they're the best in the industry," Scoggins says. That's why Hilton continues to custom-build most of its software instead of buying off the shelf. "I'm reluctant to replace something we've worked so hard on until we can be sure it will be a significant improvement," Scoggins says. While OnQ helps Hilton run its existing operations, the system's real return will be measured by whether it lets the company reinvent what it does and what it offers customers. Harvey hasn't lost sight of the more distant future. Hilton's 540-person IT staff spends about \$132 million a year—about 2 percent of revenue—on IT. About \$1 million of that goes to true research and development investigating emerging technologies. "Too often, we forget to think about innovation in the rush to meet business objectives," Harvey says. "We get so intent on trying to deliver, but that thinking outside of the box is crucial to our future success." (Source: Adapted from, Tony Kontzer, "Data Driven Hospitality," Information Week, August 2, 2004. Copyright © 2004 CMP Media LLP.)

Answer the following questions based on above case study:

- a. Describe the benefits and drawbacks of the OnQ system at Hilton? [5]
- b. Explain how Hilton have created a competitive advantage through OnQ, Provide some specific examples. [5]
- c. Explain is it possible to have too much information about a customer? [5]
- d. Suggest the information system that could possibly improve Hilton's business performance[5]

THE END

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Master of Business Administration (MBA)
Semester - II

R.No.....

Subject: Managerial Economics
Full Marks: 100 Pass Marks: 50

Course Code: MGT 523
Time: 4:00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 20 = 20 MARKS)/(TIME: 20 MINUTES)

Tick the best answers.

1. What can happen in a planned economy that does not happen in a market economy?
 - a. The allocation of resources can take account of the total effects on society.
 - b. There can be full employment of factors of production.
 - c. There can be inflation.
 - d. There can be international trade.
2. In a mixed economy, resources are used as a result of
 - a. The decisions of consumers only.
 - b. There decision of firms only.
 - c. The decision of consumers and firms.
 - d. The decision of consumers, firms and government.
3. Which one of the followings is the central problem of economy?
 - a. Assigning limited resources in such a way that unlimited desires and needs of the society are satisfied.
 - b. Ensuring a minimum income for each citizen
 - c. Assuring that production happens in the most effective way
 - d. Analysing the demand with market economies.
4. Which one of the followings is not a determinant of a consumer's demand for a commodity?
 - a. Income
 - b. Population
 - c. Prices of related goods
 - d. Tastes
5. How is the goods (apple and orange) related when, as a result of rise in the price of apples, demand for oranges increases?
 - a. Substitute goods
 - b. Complementary goods
 - c. Normal goods
 - d. Inferior goods
6. In case of Giffen's paradox, the slope of demand curve is:
 - a. negative
 - b. positive
 - c. parallel to X-axis
 - d. parallel to Y-axis
7. Suppose there is excess supply in a market and the price decreases. which one of the following combinations of events will occur?
 - a. There will be fall in quantity supplied and a rise in quantity demanded.
 - b. There will be a fall in quantity supplied and a rise in demand.
 - c. There will be a fall in supply and a rise in quantity demanded.
 - d. There will be a fall in supply and a rise in demand.

8. If the price elasticity of demand for a product is equal to 0.5, then a 10 percent decrease in price will:
- Increase quantity demanded by 5 percent.
 - Increase quantity demanded by 0.5 percent.
 - Decrease quantity demanded by 5 percent.
 - Decrease quantity demanded by 0.5 percent.
9. For the maximum satisfaction of consumer:
- marginal utility of a good should be equal to its price.
 - marginal utility of a good should be greater than its price.
 - there is no relation between marginal utility and price.
 - none of these
10. As per indifference curve analysis, consumer equilibrium is attained when
- slope of indifference curve is constant
 - slope of both indifference curve and price line are equal
 - slope of both indifference curve and price line are opposite
 - both price line and Indifference curve are parallel
11. Indifference curves cannot intersect because of the assumption that
- marginal utility diminishes as more of that good is consumed.
 - indifference curves are negatively sloped.
 - preferences are transitive.
 - preferences are complete.
12. The slope of an iso-quant refers to the measurement of
- marginal rate of technical substitution
 - marginal physical product of labour
 - efficiency of capital
 - marginal rate of substitution
13. The downward slope of LAC curve is subject to the
- internal economies
 - economies and diseconomies
 - internal diseconomies
 - external diseconomies
14. At the optimum combination of two inputs (and assuming the firm produces using a typical production function)
- The slopes of the isoquant and isocost curves are equal.
 - Costs are minimized for the production of a given level of output.
 - The marginal rate of technical substitution equals the ratio of input prices.
 - All of the above.
15. Perfectly competitive firms are price takers because
- each firm is very large.
 - there are no good substitutes for their goods.
 - many other firms produce identical products.
 - their demand curves are downward sloping
16. If a few large firms dominate an industry the market is known as:
- monopolistic competition
 - competitively monopolistic
 - duopoly
 - oligopoly
17. Price leadership can be in the form of
- price leadership by a low-cost firm
 - price leadership by a dominant firm
 - a barometric price leadership
 - all of the above

18. In a monopolistic competition, a firm can earn supernormal profits in the short-run but in the long-run, such profits disappear because
- a. it assumes that entry is free and new firms will enter the industry
 - b. it assumes that exit is free and old firms will exit from the industry.
 - c. it assumes that the market is to be converted into monopoly due to cartel
 - d. all of the above
19. Capital budgeting is the process
- a. which helps make master budget of the organization.
 - b. by which the firm decides how much capital to invest in business
 - c. by which the firm decides which long-term investments to make.
 - d. undertaken to analyze how make available various finance to the business.
20. A project is accepted when
- a. net present value is greater than zero
 - b. internal Rate of Return will be greater than cost of capital
 - c. profitability index will be greater than unity
 - d. any of the above

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SECTION B: SHORT ANSWER QUESTIONS (5X6 = 30 MARKS)

Answer any FIVE questions:

1. Define managerial economics. Explain its applications for business decision making. [6]
2. Explain the concept of consumer's surplus, producer's surplus and deadweight loss with the help of a diagram. [2+2+2]
3. Explain the welfare effect of direct tax and indirect tax with the help of indifference curve approach [6]
4. Explain the concept of L-shaped long-run average cost (LAC) curve. [6]
5. Given that the production function be
 $Q = 20L - L^2 + 12K - 0.5K^2$
Per unit cost of capital (r) and labour (w) are Rs. 2000 and Rs. 4000 respectively. If the company is constrained by Rs. 28000 to spend on capital and labour inputs, find the optimal employment of inputs? [6]
6. Define oligopoly market structure. How are price and output determined under price leadership by dominant firm? [6]
7. What is pay-back period method? What are its merits and demerits? [6]

SECTION C: LONG ANSWER QUESTIONS (2X15 = 30 MARKS)

Answer any TWO questions:

8. Consider the following demand function:
 $Q_X = 8000 - 16P_X + 0.75M + 30P_Y$
Where, Q_X = demand for good X; M = Money income of the consumer; P_Y = Price of a related good.
 - a. Define a demand curve for a product and derive the equation for the demand function when M = Rs.30,000 and P_Y = Rs.50.
 - b. Interpret the intercept and slope parameters of the demand function derived in part a.
 - c. Construct a demand schedule and Sketch a graph of the demand function in part a. Where does the demand function intersect the 'quantity-demanded axis'? Where does it intersect the price axis?
 - d. Using the demand function from part a, calculate the quantity demanded when the price of the good is Rs.1000 and when the price is Rs.1500.
 - e. Derive the inverse of the demand function (demand function in terms of price) in part a. Using the inverse demand function, calculate the demand price for 24,000 units of the good. Give an interpretation of this demand price.
9. State the types of production function. How does producer a) maximize output under given total cost outlay, and b) minimize cost under given production quota? [5+10]
10. Define monopolistic competition market. How are equilibrium price and output determined under it? [3+12]

SECTION D: CASE STUDY (20 MARKS)

11. Read the Case given below and answer the following questions:

Nepal is the world's third largest ginger producer after India and China, according to the statistics of the Food and Agriculture Organization (FAO) of the United Nations. Ginger is the main cash crop in the mid-hills of Nepal. Dhankuta, Terathum, Bhojpur, Sankhuwashava, Udayapur, Khotang are the major ginger producing districts in the eastern region. The geography and topography of Nepal make ginger farming particularly conducive. It requires low investments and maintenance, and yields high returns.

Last year market price of ginger was Rs. 80. The price of ginger has reached to Rs. 130 per kg this season. The dramatic rise in ginger price in Nepal is due to higher demand in the Indian market. The number of Indian traders visiting the village to purchase ginger is rising. With rising demand, traders are also making advance booking from farmers. Ginger price this year is expected to cross Rs 150 per kg.

Despite opportunities in the sector, there are pressing constraints that needs to be addressed. Similarly, lack of transportation facilities in the production areas, lack of storage facilities, lack of technical supports etc. are the factors affecting supply of ginger. However, supply of ginger this year has been increased by 20 percent due to the rise in price.

India is the major market for Nepali ginger, consuming over 90 percent of the shipments. But there is a need to diversify ginger's export market. Nepal has possibilities of exporting to countries like the US, Saudi Arabia, United Kingdom, Japan and Spain, which are among the world's largest consumers of ginger.

In order to compete effectively in the market, the ginger sector needs to engage in effective branding, which may be as simple as washing and processing the ginger. The fact that Nepal exports unwashed ginger hurt its chances of effectively competing in the international market. Thus, establishing a washing facility along with enhanced cultivation methods, distribution of quality seeds, efficient processing and improved storage facilities, and proper monitoring of good agricultural practices can significantly help increase ginger exports. Investing in infrastructures and technology as well as research and development may also boost ginger productivity.

Questions

- a. By the aid of demand and supply curve, show how price of ginger is affected by foreign demand.
- b. What are the factors affecting supply of ginger?
- c. What is elasticity of supply? Is the supply of ginger elastic?
- d. Diagrammatically explain the price situation if there is less chances to increase supply of ginger in the long run.
- e. What steps should be taken to make the ginger market more competitive?

THE END

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R.No.....

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

Course Code: MGT 524
Time: 4:00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 20 = 20 MARKS)/ (TIME: 20 MINUTES)

Tick the best answers.

- Which one is a major function of financial management?
 - Profit maximization
 - EPS maximization
 - Financing decision
 - Cost reduction
- The primary goal of financial management is the
 - increase market share
 - stock price maximization
 - customer satisfaction
 - maximization of net income.
- Value creation objective is superior to profit maximization because it considers
 - time value of money
 - net profit of firm
 - market condition
 - managerial decision
- Present value and future value of a series of cash flows are same if
 - compounding in a year is one.
 - interest rate is same.
 - maturity period is same.
 - interest rate is zero.
- The series of equal cash flows at the end of each period forever is.....
 - ordinary annuity
 - annuity due
 - perpetuity
 - lump sum
- Simple and compound interest rates are the same in
 - annual compounding
 - semi-annual compounding
 - quarterly compounding.
 - daily compounding
- Capital budgeting is also called
 - long term dividend decision.
 - long term investment decision
 - long term financing decision
 - long term profitability decision
- One of the demerits of payback period is.....
 - complex to calculate
 - difficult to understand
 - it considers reinvestment effect
 - it ignores cash flows after payback period.
- Net present value can be defined as the
 - difference between revenue and cost of a project.
 - difference between PV of cash expected cash flows and initial investment.
 - difference between initial investment of a project and cash flows.
 - sum of total cash flows of a project during project life.
- An independent project is profitable when
 - internal rate of return and cost of capital are equal.
 - internal rate of return is less than cost of capital.
 - internal rate of return is greater than cost of capital.
 - internal rate of return and discount rate are same.

11. Internal rate of return of a project is greater than cost of capital if
 - a. NPV is positive
 - b. NPV is negative
 - c. Payback period equal to life.
 - d. None of above.
12. All profitable projects are accepted if they are
 - a. mutually exclusive projects
 - b. dependent projects
 - c. independent projects
 - d. new projects
13. Cost of retained earnings is also called
 - a. cost of new common stock.
 - b. cost of internal equity.
 - c. cost of external equity.
 - d. cost of surplus and reserve.
14. Why is cost of new common stock is always greater than cost of retained earnings?
 - a. Due to nature of financing sources
 - b. Due to purpose of financing
 - c. Due to flotation cost on new stock
 - d. All of above
15. Working capital refers to
 - a. sum of current assets
 - b. sum of current liabilities.
 - c. sum of current assets and current liabilities
 - d. difference between current assets and current liabilities
16. Cash conversion cycle is the.....
 - a. sum of receivable collection period and inventory conversation period.
 - b. difference between receivable collection period and inventory conversation period.
 - c. difference between operating cycle and payable deferral period.
 - d. sum of operating cycle and payable deferral period.
17. Inventory conversion period is
 - a. time required to sale of inventory
 - b. time required to convert raw material in to finished goods and sell them.
 - c. time required to conversion of raw material into finished goods.
 - d. time required to collect credit sale and buy new inventory.
18. Economic order quantity is
 - a. the order size at which total ordering cost is minimum
 - b. the order size at which total carrying cost is minimum
 - c. the order size at which total inventory cost is minimum
 - d. the order size at which total purchase cost is minimum
19. What is the meaning of 5/15 net 30?
 - a. A 2 percent discount is allowed if payment made within 15 days otherwise payment must made within 30 days
 - b. A 15 percent discount is allowed if payment made within 5 days otherwise payment must made within 30 days
 - c. A 2 percent discount is allowed if payment made between 15 to 30 days otherwise payment must made within 30 days
 - d. A 2 percent discount is allowed if payment made after 15 days otherwise payment must made within 30 days
20. Capital structure of a firm refers to
 - a. composition of current liabilities
 - b. composition of current assets.
 - c. composition of long term sources of financing.
 - d. composition of short and long term financing.

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

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

Course Code: MGT 524
Time: 4:00 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 (5X6 = 30 MARKS)

Answer any FIVE questions:

1. What is wealth maximization? How is wealth maximization different from profit maximization? Comment.
2. To complete your last year in business school and then go through law school, you will need Rs 10,000 per year for 4 years, starting next year (That is, you will need to withdraw the first Rs 10,000 one year from today). Your rich uncle offers to put you through school, and he will deposit in a bank paying 7 percent interest a sum of money that is sufficient to provide the four payments of Rs 10,000 each. His deposit will be made today.
 - a. How large must the deposit be?
 - b. How much will the account be immediately after you make the first withdrawal? After the last withdrawal.
3. The earnings, dividends, and stock price of Shrestha Technologies Inc. are expected to grow at 7 percent per year in the future. Shrestha's common stock sells for Rs. 23 per share, its last dividend was Rs 2.00, and the company will pay a dividend of Rs. 2.14 at the end of the current year.
 - a. Using the discounted cash flow approach, what is its cost of retained earnings?
 - b. If the firm's beta is 1.6, the risk-free rate is 9 percent, and the average return on the market is 13 percent, what will be the firm's cost of equity using the CAPM approach?
 - c. If the firm's bonds earn a return of 12%, what will cost of equity be using the bond-yield-plus-risk-premium approach?
 - d. Based on the results of parts a through c. what would you estimate Shrestha's cost of retained earnings to be?
4. Exide Corporation is a leading producer of automobile batteries. Exide turns out 1,500 batteries a day at a cost of Rs 6 per battery for materials and labor. It takes the firm 22 days to convert raw materials into a battery. Exide allows its customers 40 days in which to pay for the batteries, and the firm generally pays its suppliers in 30 days.
 - a. What is the length of Exide's cash conversion cycle?
 - b. If Exide always produces and sells 1,500 batteries a day, what amount of working capital must it finance?
 - c. By what amount could Exide reduce its working capital financing needs if it was able to stretch its payables deferral period to 35 days?
5. Laxmi just borrowed Rs 25,000. The loan is to be repaid in equal installments at the end of each of the next 5 years, and the interest rate is 10 percent.
 - a. Set up an amortization schedule for the loan.
 - b. How large must each annual payment be if the loan is for Rs 50,000? Assume that the interest rate remains at 10 percent and that the loan is paid off over 5 years.
6. Valley Garden Centers sells 240,000 bags of lawn fertilizer annually. The optimal safety stock (which is on hand initially) is 1,200 bags. Each bag costs valley Rs 4, inventory carrying costs are 20 percent, and the cost of placing an order with its supplier is Rs 25.
 - a. What is the economic ordering quantity?
 - b. What is the maximum inventory of fertilizer?
 - c. What will valley's average inventory be?
 - d. How often must the company order?
7. Koshi oil Inc. operates a mail order for doing business on the west region. Koshi receives an average of Rs 325,000 in payment per day. On average it takes 4 days from the time customers mail checks until Koshi receives and process them. Koshi is considering the use of a lockbox system to reduce collection and processing float. The system will cost Rs 6,500 per month and will consist of 10 local depository banks and a concentration bank located in Kathmandu. Under this system, Customer's checks should be received at the lockbox locations 1 day after they are mailed, and daily totals will be transferred to Kathmandu using wire

transfer costing Rs 9.75. Assume that Koshi has an opportunity. Cost of 10 percent and that there are $52 \times 5 = 260$ working days, hence 260 transfers from each lockbox location, in a year.

- What is the total annual cost of operating the lockbox system?
- What is the annual benefit of the lockbox system to Koshi?
- Should Koshi initiate the system?

SECTION C: LONG ANSWER QUESTIONS (2X15 = 30 MARKS)

Answer any TWO questions:

- Define capital structure and financial structure. Explain the concept of net income approach and net operating income approach of capital structure theory. [5+10]
- You are given two projects S and L. Project S costs Rs 15,000 and is expected to produce benefits (cash flows) of Rs 4,500 per year for 5 years. Project L costs Rs 37,500 and is expected to produce cash flows of Rs 11,000 per year for 5 years. Calculate the NPV, IRR, and Payback period for each project, assuming a required rate of return of 14 percent. If the projects are independent, which project(s) should be selected? If they are mutually exclusive projects, which project actually should be selected?
- On January 1, 1996, the total assets of the Dhital Company were Rs 270 million. The firm's present capital structure which follows, is considered to be optimal. Assume that there is no short-term debt.

Long-term debt	Rs 135,000,000
Common equity	135,000,000
Total liabilities and equity	Rs 270,000,000

New bonds will have a 10 percent coupon rate and will be sold at par. Common stock, currently selling at Rs 60 a share, can be sold to net the company Rs 54 a share. Stockholders' required rate of return is estimated to be 12 percent, consisting of a dividend yield of 4 percent and an expected growth rate of 8 percent. (The next expected dividend is Rs 2.40, so $\text{Rs } 2.40 / \text{Rs } 60 = 4\%$.) Retained earnings are estimated to be Rs 13.5 million. The marginal tax rate is 40 percent. Assuming that all asset expansion (gross expenditures for fixed assets plus related working capital) is included in the capital budget, the rupee amount of the capital budget, ignoring depreciation, is Rs 135 million.

- To maintain the present capital structure, how much of the capital budget must Dhital finance by equity?
- How much of the new equity funds needed will be generated internally? Externally?
- Calculate the cost of each of the equity components.

SECTION D: CASE STUDY (20 MARKS)

- Read the Case given below and answer the following questions:

Sunsine Company is planning to install a new production facility. The required plant and equipment for new production unit will cost Rs. 960,000. In addition to the price of the plant and equipment, it will have to pay Rs. 40,000 for shipment and Rs. 100,000 for installation of the plant and equipment. It will need an additional investment of Rs 120,000 in working capital. The new production unit will generate Rs. 750,000 sales revenue in each year for 5 years and operating cost excluding depreciation will be Rs. 450,000 in each year. Company will follow the straight-line depreciation method to depreciate the plant and equipment. At the end of the fifth year, plant and equipment will have Rs. 100,000 book value but it will be worth for Rs. 150,000 in the market. Company's marginal corporate tax rate is 30%. Company's required rate of return is 10%.

- What will be the initial cash outlay?
- What will be the annual operating cash flow of new production unit?
- What will be final year's cash flows of the production unit?
- Compute NPV and IRR.
- Should the company install the new production unit?

THE END

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

R.No.....

Subject: Human Resource Management
Full Marks: 100 Pass Marks: 50

Course Code: MGT 525
Time: 4:00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 20 = 20 MARKS)/ (TIME: 20 MINUTES)

Tick the best answers.

- Human resource departments are _____
 - ine departments
 - authority department
 - service department
 - functional department
- What is human factor?
 - Micro and macro issues of socioeconomic factor.
 - Interrelated Physiological, Psychological and Socio-ethical aspects of human being.
 - The entire concept of human behaviour
 - None of the above.
- Job Analysis is a systematic procedure for securing and reporting information defining a _____
 - specific job
 - specific product
 - specific service
 - all of these
- What are the factors responsible for the growth of HRM?
 - Development of scientific management and awakened sense of social responsibility.
 - The problem of how the available human resource could effectively minimize the cost and maximize the production.
 - Technical factors, awakening amongst workers, attitude of the government, cultural and social system.
 - All of the above.
- Which one among the followings describes the skills that are available within the company?
 - Human Resource inventory
 - HRIS
 - Skills inventory
 - Management inventories
- Who has defined personnel management as a field of management which has to do with planning and controlling the various operative functions of procuring, developing, maintaining and utilizing labor force?
 - Harold Koontz
 - Glueck
 - Michael Jucius
 - Flippo
- Resources and capabilities that serve as a source of competitive advantage for a firm over its rivals are called _____
 - core competency
 - core competence
 - competitive advantage
 - competency
- Human resource planning is compulsory for _____
 - effective employee development programme
 - base for recruitment
 - base for selection policy
 - all of these
- Job analysis, HR planning, recruitment, selection, placement, inductions and internal mobility are few important functions which come under the heading of _____ of HRM.
 - integration function
 - development
 - maintenance
 - procurement function

10. Directing is one of the important functions of HRM which comes under _____.
- managerial function
 - operative function
 - technical function
 - behavioral function
11. Whom does human relation approach refer to?
- Worker, who should be given humanly treatment at work.
 - Mutual cooperation between employer and employee in solving the common problems.
 - Integration of people into a work situation that motivates them to work together to achieve productivity and also economic, psychological and social satisfaction.
 - None of the above.
12. Which one of the followings is a method of collection of information for job analysis?
- Questionnaire method
 - Ratio analysis
 - Optimisation models
 - Trend analysis
13. _____ provides information on the human attributes in terms of education, skills, aptitudes, and experience necessary to perform a job effectively.
- Job description
 - Job specification
 - Job analysis
 - Job evaluation
14. Who laid the foundation of HRM practice?
- Elton Mayo
 - Roethlisberger and Dickinson
 - Peter Drucker and Douglas McGregor
 - David C. McClelland
15. How has HRM become a highly specialised job?
- It is concerned with obtaining and maintaining a satisfied work force.
 - It maximises the output and satisfaction of the employees.
 - Promote group satisfaction and individual development.
 - Optimum utilisation of man-power by motivation and improving the efficiency.
16. Job specification includes _____.
- physical characteristics
 - psychological characteristics
 - personal characteristics
 - all of these
17. TQM's major emphasis is on _____.
- product quality
 - company profitability
 - customer delight
 - employee training
18. Ability to perform exceptionally well and increase the stock of targeted resources within the firm is called _____.
- productivity
 - efficient
 - effective
 - competen
19. What is the scope of HRM?
- Training and development of employees for their growth.
 - Maintenance of good industrial relations and workers' high morale for higher productivity
 - Further researches in behavioural science, new ideas in man, management and advances in the field of training and development.
 - None of the above.
20. What is the importance of controlling?
- Ensure that activities are in accordance with the terms of the plan.
 - An important mental process on the part of a manager
 - Power to influence people's behaviour
 - Process of regulating the activities.

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Master of Business Administration (MBA)
Semester - II

Subject: Human Resource Management
Full Marks: 100 Pass Marks: 50

Course Code: MGT 525
Time: 4:00 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 (5X6 = 30 MARKS)

Answer any **FIVE** questions:

1. Define human resources management. Explain the importance of human resources management in the Nepalese context [2+4]
2. What are the methods for developing knowledge and skills to make staff capable to perform their job effectively? Explain. [6]
3. HR manager is to take care of employees so that employees can contribute to accomplish the organizational objectives. Explain this statement. [6]
4. Explain the recruitment process and its importance in an organization. What are the processes taken in the recruitment process? Discuss. [2+4]
5. Explain the recent trends in human resource management. [6]
6. Define human resources planning, Explain the process of managing overstaffing. [2+4]
7. Define the selection of staff. What qualities are to be tested to select a candidate for a job? Why is the attitude of the candidate important to making selection decision of staff? [2+2+2]

SECTION C: LONG ANSWER QUESTIONS (2X15 = 30 MARKS)

Answer any **TWO** questions:

8. What do you mean by training and development? Explain the importance of training. Differentiate between training and development. [4+5+6]
9. Explain the four functions of human resources management in an organization. In your view which is the most critical function of human resources management? Discuss [10+5]
10. Define knowledge test and interview in the selection process. Briefly discuss the types of interview [5+10]

SECTION D: CASE STUDY (20 MARKS)

11. Read the Case given below and answer the following questions:

WHEN OVERSIGHT FAILS

What's in a job? For most workers, jobs entail specific and routine work activities. These work activities generally take place on the employer's premise where many different people come together to achieve certain goals. There should be, however, one common element to all work activities—whatever occurs in the office should be related to organizational efforts. Every once in a while, though, this concept evades some employers. When it does, it may be a costly lesson for the organization. Consider the lesson learned at Federal Express regarding an incident that happened in FedEx's Middle-town, Pennsylvania, facility.

Marion Shaub worked for FedEx at its Middletown facility. At the time of her employment, Shaub was the only female tractor trailer driver who worked for FedEx in this facility. Although being the only female in this often male-dominated job initially brought about some gentle kidding, the jokes and actions by fellow employees gradually turned ugly. Shaub was often subjected to anti female comments and questioned as to why she wanted to work a man's job. Shaub tried to ignore the comments directed toward her, but they became more pronounced and mean-spirited. Although she was attempting to do her job to the best of her abilities, the comments got nastier. She eventually saw them as threats against her. And that's where, in Shaub's mind, the line had been crossed.

Shaub reported to her supervisor that the "guys" were creating a threatening work environment for

her. She had hoped that her male supervisor would speak to fellow employees and have such abuse stopped. But it didn't work out that way. Instead, after filing her complaint, Shaub was subjected to even more abuse, this time including the sabotage of the brakes of her truck. Moreover, as a general rule, when a package is over a certain weight, two FedEx employees are expected to handle the carton. When Shaub had such a package, she found that no one would help her.

To Shaub's dismay, FedEx officials in the Middletown facility did nothing to stop the harassment. Her complaints and requests for help fell on deaf ears. Finally, in desperation, she filed a suit against FedEx for sex discrimination and retaliation.

Under federal discrimination laws, it's the employer's responsibility to ensure that the workplace is safe and free from any form of discrimination. Regardless of employees' background, gender, age, and the like, individuals are not to be treated differently. But when discrimination occurs and management does little or nothing about it, the organization can be held liable.

For FedEx, Shaub's experiences proved a painful lesson. After conducting an investigation and finding her accusations to be factual, the EEOC awarded Shaub more than \$3 million. This included monies for her lost wages, for the pain and suffering she endured, and \$2.5 million in punitive damages as punishment because FedEx didn't protect her civil rights as an employee.

Questions:

- a. Where do you believe HR failed Marion Shaub in this case? Explain. [4]
- b. What do you believe FedEx must do differently to ensure that such an event does not occur again? [6]
- c. What effect on (a) corporate image and (b) attracting female employees to the organization do you believe this case has had on FedEx? Describe. [10]

THE END

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

R.No.....

Subject: Organizational Behavior
Full Marks: 100 Pass Marks: 50

Course Code: MGT 526
Time: 4:00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 20 = 20 MARKS) / (TIME: 20 MINUTES)

Tick the best answers.

1. Organizational behaviour is _____
 - a. a science
 - b. an art
 - c. a science as well as an art
 - d. none of the above
2. A study of the culture and practises in different societies is called _____
 - a. personality
 - b. Anthropology
 - c. Perception
 - d. attitudes
3. The forces affecting organisational behaviour are _____
 - a. people
 - b. environment
 - c. technology
 - d. all of the above
4. The scope of Organizational Behaviour does not include _____
 - a. leadership
 - b. perception
 - c. job design
 - d. technology
5. In present context, challenges for Organizational Behaviour is/are _____
 - a. employee expectation
 - b. workforce diversity
 - c. globalization
 - d. all of the above
6. Organizational behaviour focuses at three levels _____
 - a. individuals, organisation, society
 - b. society, organisation, nation
 - c. employee, employer, management
 - d. individual, groups, organisation
7. Some of OB's challenges and opportunities include all of the following except
 - a. reinforcing the importance of traditional methods of management
 - b. offering specific insights to improve interpersonal and people skills
 - c. helping us learnt to cope in a continues changing world
 - d. facilitating the improvement of quality and employee productivity
8. Which one of the followings is not correct for the organisational behaviour?
 - a. Organisational behaviour is an integral part of management
 - b. Organisational behaviour is a disciplinary approach
 - c. Organisational behaviour helps in analysis of behaviour
 - d. Organisational behaviour is goal-oriented
9. Nowadays a lot of stress is being put on the _____ of the employee in the organisation
 - a. character
 - b. improvement
 - c. behaviour
 - d. rewards
10. The -----is based on the environment. Though _____ like thinking, expectations and perception do exist, and they are not needed to manage or predict behaviour.
 - a. behaviouristic approach, cognitive processes
 - b. cognitive processes, behaviouristic approach
 - c. social cognitive, behaviouristic approach
 - d. cognitive processes, social cognitive

11. Which one of the followings is not a contributing discipline of OB?
- a. Anthropology
 - b. Psychology
 - c. Physiology
 - d. Sociology
12. _____ is a study of man, his work and culture
- a. Anthropology
 - b. Psychology
 - c. Social psychology
 - d. Sociology
13. _____ explains internal processes of choice among different behaviours
- a. Equity Theory
 - b. Expectancy theory
 - c. Goal attain theory
 - d. Goal setting Theory
14. In order from lowest to highest, what are Maslow's five classes of needs?
- a. Social-esteem-physiological-safety-self-actualization
 - b. Physiological-safety-social-self-actualization-esteem
 - c. Physiological-safety-social-esteem-selfactualization
 - d. Self-actualization-esteem-safety-social-physiological
15. The job satisfaction of an employee depends on the _____
- a. behaviour
 - b. attitude
 - c. personality
 - d. employer
16. A satisfied employee will be a
- a. motivator to others
 - b. manager
 - c. high performer
 - d. team leader
17. _____ is not a capability of an employee having positive attitude
- a. Focus
 - b. Creativity
 - c. Pessimism
 - d. Confidence
18. _____ component of attitude is a result of family condition, childhood experiences etc.
- a. Behavioural
 - b. Cognitive
 - c. Affective
 - d. Positive
19. Sometimes due to any hard situation _____ of an individual will change but will take a long time.
- a. objective
 - b. attitude
 - c. motivation
 - d. personality
20. Myers-Briggs Personality is called as _____
- a. MBIT
 - b. MBET
 - c. MBTI
 - d. MIBT

Mid-West University
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Master of Business Administration (MBA)
Semester - II

Course Code: MGT 526
Time: 4:00 Hours

Subject: Organizational Behavior
Full Marks: 100 Pass Marks: 50

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 (5X6 = 30 MARKS)

Answer any FIVE questions:

1. How can the knowledge of OB be helpful to the manager for proper management of an organization? Explain. [6]
2. What do you mean by group dynamics and group norms? Explain briefly. [6]
3. Identify five major disciplines that contributed to organizational behavior. [6]
4. Describe the importance of classical and operant conditions of learning. [6]
5. One of the major challenges faced by modern manager is to motivate the employees in the organization. In the context of this statement, discuss McClelland's theory of motivation. [6]
6. Different people looking at the same thing might perceive it in different ways. Elucidate the factors influencing an individual's perception. [6]
7. Contrast the cognitive and effective components of an attitude. What factors influence the formation of attitudes? Explain. [3+3]

SECTION C: LONG ANSWER QUESTIONS (2X15 = 30 MARKS)

Answer any TWO questions:

8. Critically illustrate life style behavior knowledge and perceptions of COVID -19 pandemic among the general public of Nepalese during the lockdown. Discuss in the perceptual process prospective. [15]
9. State and explain the major personality traits and characteristics as explained in Myers-Briggs type indicator (MBTI). [15]
10. Mahesh, Hari and Gopal are working in an organization for the last three years. The three employees believe that their pay is too low as compared with the efforts they make in the organization. They also compare their pay is really lower to that of other organizations. Mahesh decides to talk with his family and briefs them on the pay situation. After a few days he quits the job. Hari contacts the supervisor who advises him to put his complaint to the management about the top management's version regarding low pay. However, Gopal keeps himself silent and does nothing. He thinks that it is difficult to get a job immediately in a few place.
 - a. What is the main problem in this case? [3]
 - b. Describe the individual behavioral factors influencing the behavioral intensions of Mahesh, Hari and Gopal: [6]
 - c. Why are these employees engaged in different behaviors even though they hold the same beliefs about their pay cheques? [6]

SECTION D: CASE STUDY (20 MARKS)

11. Read the Case given below and answer the following questions:

Mr. Alok Banarjee is the Chief Executive of a medium- sized pharmaceutical firm in Calcutta. He holds a Ph.D in Pharmacy. However, he has not been involved in research and development of new products for two decades. Though turnover is not a problem for the company, Mr. Banarjee and his senior colleagues noticed that the workers on hourly basis are not working up to their full potential. It is well known fact that they filled their days with unnecessary and unproductive activities and worked only for the sake of a pay cheque. In the recent past the situation has

become quite alarming as the organization began to crumble under the weight of uneconomical effort. The situation demanded immediate managerial attention and prompt remedial measures. Mr. Banarjee knew very well that the only way to progress and prosper is to motivate workers to peak performance through various incentive plans.

One fine morning, Mr. Banarjee contacted the Personnel Manager and enquired: "What is the problem with the workers on hourly basis? The wage bill shows that we pay them the highest in the industry. Our working conditions are fine. Our fringe benefits are excellent. Still these workers are not motivated. What do they require really?" The Personnel Manager gave the following reply: "I have already informed you a number of times, that money, working conditions and benefits are not enough. Other things are equally important.

One of workers in that group recently gave me a clue as to why more and more workers are joining the bandwagon of 'non-performers'. He felt bad that hard work and efficiency go unnoticed and un-rewarded in our organization. Our promotion and benefit plans are tied to length of service. Even the lazy workers, accordingly, enjoy all the benefits in the organization, which, in fact according to workers, should go only to those who work hard."

Mr. Banarjee then wanted the Personnel Manager to look into the problem more closely and find out a solution to the problem of workers on hourly basis.

Questions:

- a. Explain the motivational problem in this case by relating to Herzberg's theory. [4]
- b. What would your response be to Banarjee's statement, if you were the Personnel Manager of the Company? [8]
- c. If you were the manager, how would you motivate the employees so that they work better? [8]

THE END

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

R.No.....

Subject: Research methodology
Full Marks: 100 Pass Marks: 50

Course Code: MGT 526.
Time: 4:00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 20 = 20 MARKS) (TIME: 20 MINUTES)

Tick the best answers.

1. The statement smoking causes cancer, Raju smokes regularly thus he suffers from cancer indicates
a. deduction
b. induction
c. description
d. conclusion
2. What type of research is generally exploratory and is not intended to provide "hard numbers?"
a. Quantitative research
b. Qualitative research
c. Subjective research
d. Descriptive research
3. validity measures the extent to which a measure adequately represents all facets of a concept.
a. Criterion Related
b. Construct Related
c. Content Related
d. All the above
4. In.....we study a single or a small number of samples with greater intensiveness.
a. survey
b. case study
c. experimentation
d. all of the above
5. A type of validity that examines whether the measurement scale performs as expected in relation to other selected variables as meaningful criteria is called:
a. Content validity
b. Criterion validity
c. Construct validity
d. Only validity
6. Applied research also can be defined as research.
a. action
b. basic
c. fundamental
d. empirical
7. The scale is a series of questions or items that ask your respondent to select a rating on a scale that ranges from one extreme to another, such as 'strongly agree' to 'strongly disagree'.
a. itemized rating scaling
b. liker scaling
c. semantic differential scaling
d. staple scaling
8. The purpose of exploratory research is tointo a phenomenon.
a. achieve new insights
b. describe
c. discuss
d. none of the above
9.research is conducted to assess the opinions, behaviors, characteristics of a given population and to describe the situation and events occurring at present.
a. Historical
b. Descriptive
c. Case study
d. Developmental
10. Which of the following is probability sampling?
a. Cluster
b. Snowball
c. Judgmental
d. Purposive
11. What type of scale is used when a football player has the number 12 on the back of his jersey during a game?
a. Ordinal scale
b. Nominal scale
c. Interval scale
d. Ratio scale

12. What type of question is the following? Should Sita's continue her excellent gift-wrapping service in future? ___ Yes ___ No
- Loaded
 - Double-barreled
 - Open-ended
 - Leading
13. What type of statistics are involved when the result of a sample of people are used to estimate the confidence interval for the population of people?
- Descriptive statistics
 - Variance statistics
 - Inferential statistics
 - Normal statistics
14. Which of the followings is not a basic principle of experimental research design?
- Principle of replicable
 - Principle of consistency
 - Principle of randomization
 - Principle of local control
15. In which scaling technique, a respondent is presented with two objects at a time and asked to select one object according to some criterion for example, do you prefer Pepsi or Coke?
- Rank Order Scaling Technique
 - Constant Sum Scaling Technique
 - Paired Comparison Technique
 - Q-sort Scaling Technique
16. Which one is correct reference under APA style?
- Poudel, S. R. (2018). Impact of credit risk on profitability of commercial banks in Nepal. *Journal of Applied and Advanced Research*, 3(6), 161-170.
 - Poudel, Shiva Raj. "Impact of credit risk on profitability of commercial banks in Nepal." *Journal of Applied and Advanced Research* 3, no. 6 (2018): 161-170.
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17. Which of the following divides a distribution of values into two equal halves
- mean
 - median
 - mode
 - standard deviation
18. APA stands for :
- American psychological Association
 - Asian Psychological Association
 - Asian Policy Analysis
 - none of the above
19. In hypothesis test, the statistical analysis always tends to examine truth about:
- Null hypothesis
 - Alternate hypothesis
 - Both a and b
 - Directional hypothesis
20. A 1-2 page summary of the research project is called a(n):
- Executive summary.
 - Appendix.
 - Body of the report.
 - Set of findings.

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

Subject: Research methodology
Full Marks: 100 Pass Marks: 50

Course Code: MGT 526
Time: 4:00 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 (5X6 = 30 MARKS)

Answer any **FIVE** questions:

1. Is a research an art or a science? Clarify your stand with justification. [2+4]
2. Describe the suitable research design to determine employee motivation in a bank. [6]
3. What do you mean by descriptive analysis? What are tools of this type of analysis. [2+4]
4. What is reliability? What technique is most commonly used to check reliability of research instruments? [2+4]
5. Mention the common problems encountered in interview process. How can you minimize such problems. [2+4]
6. What are the differences between parametric and non parametric test? Introduce any one parametric test commonly used in research. [4+2]
7. Write short notes on any two : [3+3]
 - a. Exploratory research
 - b. Snowball sampling
 - c. Report writing

SECTION C: LONG ANSWER QUESTIONS (2X15 = 30 MARKS)

Answer any **TWO** questions:

8. Introduce the concept of scientific research. Briefly describe the steps of the research process [3+12]
9. Discuss the several issues you need to consider in designing a questionnaire. Include examples to illustrate your points. [15]
10. What type of study is called inferential analysis? Outline the steps involved in test of hypothesis. [3+12]

SECTION D: CASE STUDY (20 MARKS)

11. Read the Case given below and answer the following questions:

Yaseer Ahmed retired as a chef from a 5-star hotel in Delhi and returned to his hometown Ramveerpur (Population 5 Lakh) in Uttar Pradesh (UP). However, he found it difficult to settle back into the community. He realized that he needed a vocation to keep him occupied; otherwise, he might go into depression. He was still clueless about what to do, when his friend Samar Dewan visited him and asked him why he looked so morose. Yaseer explained his dilemma and asked his friend for advice, as Samar understood Ramveerpur and its residents better.

Samar pondered over the problem and suggested that considering Yaseer's expectation in expertise in exotic cuisine, he should think about setting up a restaurant serving non-vegetarian food. The enterprise would be perfect, as Ramveerpur hardly had any restaurant serving good non-vegetarian cuisine. Yaseer liked the idea very much and thought the business would be lucrative and interesting. But before putting the idea into practice, he felt that it was important to have a rough estimate of the non-vegetarian population who went out for meals in a restaurant at least once in a typical week.

Samar recalled a hotel industry report, according to which Ramveerpur's population comprised 15 percent Muslims, 20 percent Sikhs, 10 percent Jains and 55 percent Hindus. It was known that generally, Muslims were non-vegetarian, whereas, 95 percent of the Sikhs were non-vegetarian. The Jain population was totally vegetarian, whereas 20 percent of the Hindu population was non-

vegetarian. Further, the result of a report on hotel industry had indicated that more than 2 percent of the population of the town ate out at least once a week.

The data definitely indicated a sound and profitable business opportunity. However, Yaseer felt that before setting up a restaurant serving non-vegetarian food, a quick survey should be conducted. He wanted to carry out a survey of the households to understand their preferences for various cuisines. All the households were assigned a serial number. He decided to survey 1000 households. He plan was to contact every 100th household in a particular locality and ask for their eating preferences.

Questions:

- a. What types of sampling design is used in this case? Critically examine whether it could lead to any sampling frame error. [2+3]
- b. Suggest an alternative sampling design. Also indicate how the process must be carried out to execute your suggested design. [2+3]
- c. Suggest the possible sample size that should be taken out from each community. And also write your argument why it should be taken. [5]
- d. Describe the major contents to include of data collection tool. [5]

THE END