

KATHMANDU UNIVERSITY
End Semester Examination [C]
November, 2018

Marks scored:

Level : B.E.

Year : IV

Course : CIEG 405

Semester: I

Exam Roll No. :

Time: 30 mins.

F. M. : 10

Registration No.:

Date . NOV 15 2018

SECTION "A"

[20 Q. × 0.5 = 10 marks]

1. In 5Cs' Capacity can be also called as
 - a. Character
 - b. Concept
 - c. Cash flow
 - d. Cash
2. Being an engineer if you devised some exciting inventions – advanced, technical solutions and simple, clever ideas, how will you protect your intellectual property?
 - a. Copyright
 - b. Trademark
 - c. Patent
 - d. Watermark
3. Brainstorming is a process which
 - a. encourages thinking on both sides of the brain
 - b. is designed to help solve any technical problem
 - c. involves transforming the idea into a business reality
 - d. involves small group interaction with unstructured ideas to produce novel and imaginative ideas
4. Strategic plan for a business using the nine steps in the strategic planning process doesn't includes
 - a. Environment scanning
 - b. Creating Goals and objectives
 - c. Having strength to lead the organization
 - d. Translate strategic plans into action plans
5. SMART stands for
 - a. Specific, Measurable, Attainable, Realistic, Timely
 - b. Specific, Monitoring, Attainable, Right, Timely
 - c. Specific, Measurable, Aggressive, Realistic, Timely
 - d. Specific, Measurable, Attainable, Right, Timely
6. A feasibility analysis consists of three interrelated components
 - a. Market, Product, Interest
 - b. Product, Market, Financial
 - c. Product, Market, Equity
 - d. Production, Marketing, Industry
7. A business Plan must pass three tests,
 - a. Competitive, Reality and Venture
 - b. Complexity, Rarity, Imitability test
 - c. Valuable, Rarity and Competitive
 - d. Value, Competitive and Reality test

8. An example of having core competencies in a business includes:
- Winning the business plan competition
 - Solving complex problem of a business
 - Having loyal customer base
 - Talking to customers to
9. The five forces model doesn't talk about
- Customers
 - New entrant
 - Capital
 - Inventories
10. Unlimited liability in single ownership business refers to
- Legal obligations for all personal debts
 - Legal obligations to recover personal debts
 - Legal obligations for all business debts
 - Freedom from all liable business debts
11. Corporations offer which advantages
- lack of continuity
 - potential for conflicts
 - double taxation
 - transferable ownership
12. To determine ways to improve the current level of satisfaction and find ways to attract new customers, _____ is done
- Target Marketing
 - Market Segmentation
 - Market Research
 - Marketing
13. Focus on the individualized needs of the customers for marketing can be the biggest advantages of
- Industries
 - Small Business
 - Corporations
 - Manufacturer
14. A marketing mix is set of tactical actions composed of
- Product, Place, Price and Proposition
 - Product, Proposition, Penetration and price
 - Promotion, Price, Procurement and Place
 - Place, Product, Price and Promotion
15. In a variable costing structure,
- The fixed or overhead costs of the period are not included in the costs of finished items
 - The fixed or overhead costs of the period are included in the costs of finished items
 - The Cost of sales for the period are not included in the costs of finished items
 - The Marketing costs for the period are not included in the costs of finished items
16. Because the demand for products and services responds differently to price markup, depending on the product type, _____ is preferred
- Flexible markup
 - Standard markup
 - Value added markup
 - Retailer markup

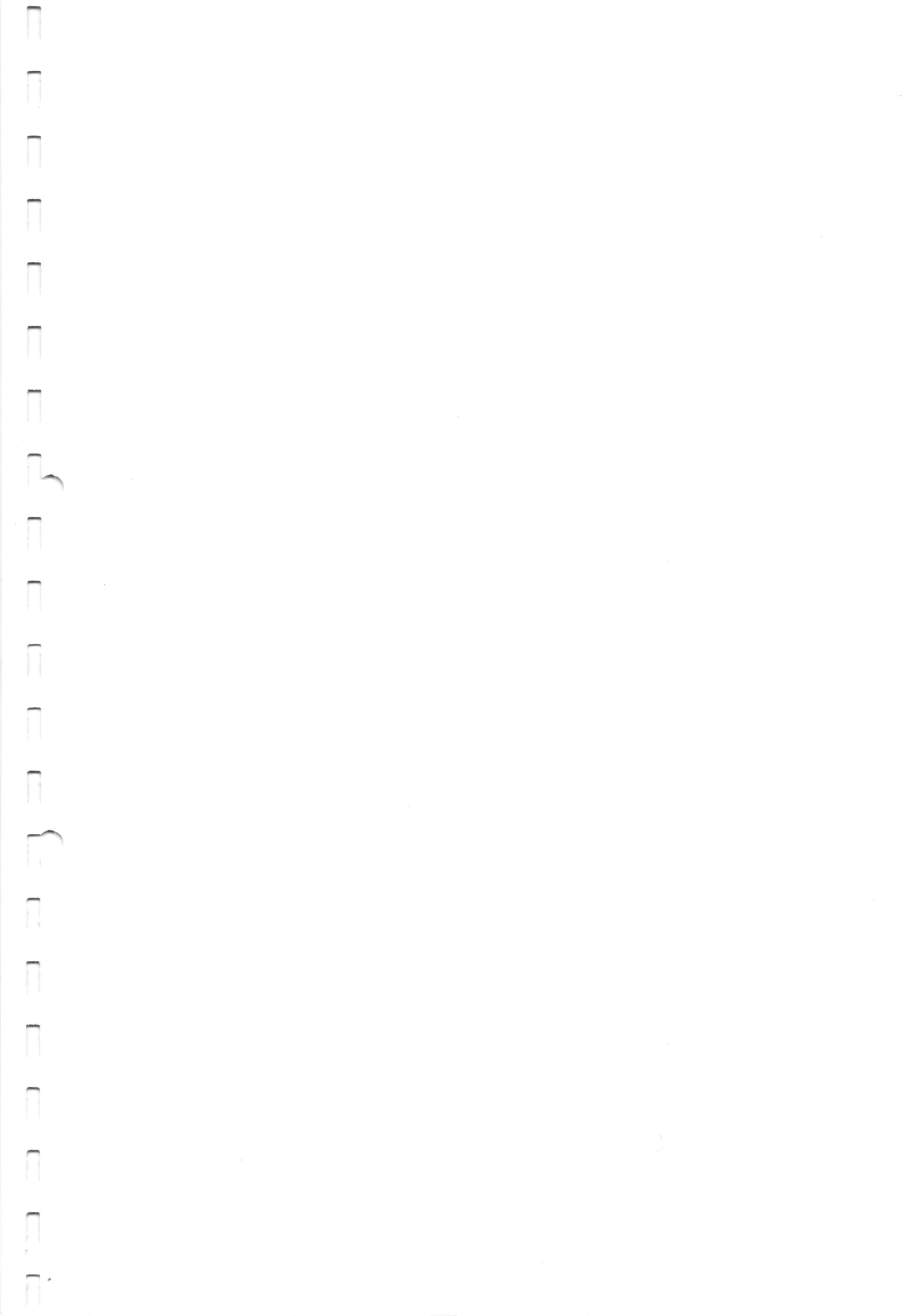
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17. The income statement compares
 - a. Income and expenses to determine equity
 - b. Revenue and expenditure to determine debt
 - c. Assets and liabilities to determine owners fund
 - d. Revenue and expenditure to determine Net profit / Loss

18. Operating ratios shows
 - a. how effectively the firm uses its resources
 - b. the small firm's ability to meet its obligations
 - c. the company's profitability
 - d. debt is to equity ratio

19. Professional ethics is
 - a. Distinctions between an evaluation of professional action and intention
 - b. The basis for other two types of morality
 - c. The set of standard adopted with focus on issues important for profession
 - d. Is the philosophical beliefs that cannot be attained in real life

20. In law, a successful charge of negligence must include one of the following four conditions
 - a. Actual loss or damage to the interests of another result
 - b. Loss of money from Agency conflict
 - c. Failure to complete project in time
 - d. Increment in project budget due to shortage



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F. M. : 40

SECTION "B"

[2Q × 5 = 10 marks]

Attempt *ALL* questions. Please provide examples wherever it is suitable

1. Cash management is the important aspect for any business success,
 - a. Explain the importance of cash management to a small company's success [1]
 - b. Differentiate between cash and profits [1]
 - c. What are the five steps in creating a cash budget [3]
2. Write a short note on following
 - a. Creativity, Innovation, and Entrepreneurship [3]
 - b. Describe the steps involved in the creative process [2]

SECTION "C"

[4Q × 4 = 16 marks]

Attempt *ANY FOUR* questions.

3. Porter's five forces analysis is a framework that attempts to analyze the level of competition within an industry. List out these five forces first and solve its subset.
 - a. How threats of substitutes help us analyze the competition? Justify it with an example
 - b. How bargaining power of customers helps us analyze the competition? Justify it with an example
4. There are two models of professionalism
 - a. What is business model?
 - b. What is professional model?
5. Corporation is the most complex of the three basic forms of ownership.
 - a. What are other two forms of ownership?
 - b. What are the advantages of corporations?
 - c. What are the disadvantages of corporations?
6. The modern marketing strategies talks about segmentation, targeting and positioning. Briefly explain *ANY TWO* with an real example:
 - a. Market segmentation
 - b. Target Marketing
 - c. Market Positioning
7. There are three important financial documents, Balance sheet, Income statement and cash flow statement. Explain all
 - a. Purpose and Components of Balance sheet?
 - b. Purpose and components of Cash flow?
 - c. Purpose and components of Income statement?

SECTION "D"
[5Q × 1 = 5 marks]

8. Briefly explain *ANY FIVE* of the following.
- a. Identifying the key factors for the success business
 - b. In 5C's what do you understand by 5C's
 - c. Skimming strategy
 - d. Professional ethics
 - e. Profession
 - f. Going public

SECTION "E"
[3Q × 3 = 9 marks]

9. Attempt *ANY THREE* questions.
- a. What do you understand by common morality? Highlights three points of common morality
 - b. Describe the steps in developing a management succession plan for a growing business that allows a smooth transition of leadership to the next generation
 - c. Develop a strategic plan for a business using the nine steps in the strategic planning process and explain each steps with example
 - d. Explain why every entrepreneur should create a business plan. Explain the benefits of preparing a plan.