

KATHMANDU UNIVERSITY  
End Semester Examination  
January/February 2025

Marks Scored:

Level : B.E.

Year : IV

Exam Roll No. :

Time: 30 mins.

Course : CIEG 405

Semester : I

F. M. : 10

Registration No.:

Date :

07 FEB 2025

SECTION "A"

[10Q. × 1 = 10 marks]

Choose the most appropriate answer and **encircle**.

1. An appliance manufacturer sells a basic model of washing machine at a low price while selling a premium model with more features at a higher price. Which of the below best describes this scenario?  
a. Odd Pricing      b. Price Lining      c. Follow the leader      d. Opportunistic pricing
2. Business plan must pass three tests. The reality test, competitive test and \_\_\_\_\_  
a. Value Test      b. Projection test      c. Experience test      d. Funding test
3. Which of the following is not the quality of an opportunity?  
a. Attractive      b. Timely      c. Durable      d. Convertible
4. Which of the following **IS NOT** a part of marketing mix?  
a. Product      b. Positioning      c. Place      d. Promotion
5. Which of the following type of intellectual property doesn't require registration?  
a. Copyright      b. Patent      c. Trade Secret      d. Trade Mark
6. Which of the following techniques focuses on quantity of ideas rather than quality?  
a. Brainstorming      b. Focus Group Discussion  
c. Internet and research      d. Competitive analysis
7. The non-equity source of funding is  
a. IPO      b. Commercial bank      c. Venture Capitalist      d. Business angels
8. A production arrangement where the main component of the project remain in one place is  
a. Product layout      b. Fixed layout      c. Process layout      d. Floating layout
9. Which of the following is not the characteristics of successful entrepreneur?  
a. Tenacious      b. Passion      c. Financial Literate      d. Customer focus
10. Company goals and objectives should be SMART, SMART doesn't include  
a. Specific      b. Attainable      c. Reinforceable      d. Measurable



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Level : B.E.  
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Time : 2 hrs. 30mins.

07 FEB 2025

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Semester : I  
F. M. : 40

SECTION "B"

[6Q. × 4 = 24 marks]

Attempt *ANY SIX* questions.

1. You are planning to launch a new product in the market. You are confused regarding the price to set for this product. Suggest what are the basic pricing strategies for introducing a new product?
2. Your team has developed a mobile app which is creating a hype in the market. The app download has increased tremendously over past 3 months. However, you are afraid that some companies might launch similar app in the future. Suggest how can you set up entry barriers in this case?
3. Over the 8 months, you have successfully started a company that helps corporate client to design office spaces and interior. However, this month there has been a serious cash crisis due to ageing account receivables. Suggest how can you overcome this scenario?
4. Discuss how customer relationship marketing can lead to the profitability for the entrepreneur venture?
5. Your friend is applying for the job and you wanted to start an entrepreneur venture. You wanted to include your friend as co-founder, how would you persuade your friend to become an entrepreneur? Discuss.
6. Over the last 2 months you have been constantly thinking of a creative product idea for your business but couldn't think of any relevant ideas. You are facing various barriers from being creative. Discuss various barriers to creativity?
7. You need to develop an outline for your venture to promote ethics and ethical behavior within the organization. What will be your action items? Discuss?

SECTION "C"

[2Q. × 8 = 16 marks]

Attempt *ANY TWO* questions.

8. You have been approached by your friend to start an entrepreneur venture. Your friend is optimistic regarding the success of this venture. However, you are reluctant to spend your time, effort and money into this venture. You are having multiple thoughts on the venture success. You wanted to conduct a feasibility study before moving ahead. Discuss different ways or methods that you can use to conduct the feasibility analysis?

P.T.O.

9. You have been approached by a team of co-founders to invest 20 lakhs in an upcoming entrepreneur company Vhefood. The founders have shared you detailed financial projections of the company including projected ratios for the first year. Below is the snapshot of the ratios for VheFood (Projected)

S.No	Ratio	Vhefood (Projected)	Industry Average
1	Current Ratio	7.8	3.5
2	Quick Ratio	3.1	1.5
3	Debt Ratio	0.68	0.62
4	ROA	7.15%	6%
5	ROE	18.65%	12%

**About Vhefood :** Vhefood is online food delivery cloud kitchen that delivers vegan and vegetarian food in Kathmandu valley. Customer can opt to order as per their requirement or even take subscription service on monthly basis. Currently Vhefood can be accessed using mobile app, website or even by calling a customer service number. VheFood has 4 people in its team and looking for the 5<sup>th</sup> co-founder to join.

- a. Interpret all of the above ratios about Vhefood, how is the company based upon these ratios?
  - b. Will you invest in this venture? Provide your decision with valid rationale?
10. You have been operating an entrepreneur entity since last 1 year. Your sales have been increasing and you have realized that it's time to expand the operations. You have done the calculations and found out that you need 50 lakhs for capital expenditure. You don't have the sufficient fund with you. Last time you took a loan of 10 lakhs with a bank and it was difficult for you to pay the interest. What are other funding options that are available to you? List and explain. Which is the most suitable option for you and why?