

KATHMANDU UNIVERSITY
End Semester Examination
January 2025

Marks Scored:

Level : B.Sc.

Course : ESEE 404

Year : IV

Semester : I

Exam Roll No. :

Time: 30 mins.

F. M. : 10

Registration No.:

Date : 19 JAN 2025

SECTION "A"

[10Q. × 0.5 = 5 marks]

Choose the most appropriate answer from the given alternatives and **encircle**.

- Which of the following is a characteristic of a successful entrepreneur?
 - Risk-averse
 - Lack of focus
 - Creativity and innovation
 - Preference for routine tasks
- What is the entrepreneurial mindset?
 - A fixed way of thinking about business
 - A mindset focused on finding opportunities, solving problems, and creating value
 - A reluctance to take risks or innovate
 - A focus on managing employees in large organizations
- What is the purpose of a feasibility analysis?
 - To launch a business without planning
 - To evaluate the viability of a business idea before committing resources
 - To prepare a detailed financial statement
 - To expand an existing business
- What is the value proposition in a business model?
 - The cost of delivering a product or service
 - The unique value a business offers to its customers
 - The strategy for reducing competition
 - The pricing structure of the product
- Which of the following is NOT part of the Business Model Canvas framework?
 - Key partnerships
 - Cost structure
 - Market entry strategy
 - Customer relationships
- Which element of the marketing mix focuses on communication with customers?
 - Product
 - Price
 - Promotion
 - Place
- What is skimming pricing?
 - Offering discounts to attract new customers
 - Setting a high initial price to target customers willing to pay a premium
 - Matching the prices of competitors
 - Setting a low price to clear inventory

8. Which principle is central to ethical decision-making in business?
 - a. Maximizing shareholder value above all else
 - b. Considering the impact of decisions on all stakeholders
 - c. Avoiding communication with customers
 - d. Prioritizing short-term gains over long-term consequences

9. What does green management primarily focus on?
 - a. Reducing product quality to save costs
 - b. Maximizing profits with considering environmental impact
 - c. Outsourcing operations to other countries
 - d. Managing business operations in an environmentally sustainable way

10. Which principle of environmental law emphasizes that the party responsible for pollution should bear the cost of managing it?

a. Polluter pays principle	b. Precautionary principle
c. Sustainable development principle	d. Resource exploitation principle

SECTION "B"

[10Q. × 0.5 = 5 marks]

Fill in the blanks below.

11. A common drawback of entrepreneurship is the _____ risk involved in starting a new business.

12. The _____ model explains how a business connects with suppliers, partners, and customers to create value.

13. Collaboration between diverse teams often leads to _____ solutions and ideas.

14. _____ is the unique edge a company has over its competitors, allowing it to generate greater value.

15. _____ pricing involves setting a low price to attract customers and gain market share quickly.

16. _____ involves gathering and analyzing information about consumers, competitors, and the market environment.

17. The _____ approach focuses on profit, planet, and people.

18. Ethical _____ vary across cultures and are often influenced by societal norms and values.

19. _____ means development that meets current needs without compromising the ability of future generations to meet their needs.

20. Adhering to waste disposal regulations and reducing emissions as required by law are examples of environmental _____.

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9 JAN 2025

Level : B.Sc.
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Semester : I
F. M. : 40

SECTION "C"

[4Q. × 10 = 40 marks]

Attempt *ANY FOUR* questions.

1.
 - a. Why is risk-taking considered a critical characteristic of an entrepreneur? Provide examples. [3+2]
 - b. Reflect on real-life entrepreneurial failure and the lessons that can be drawn from it. [5]
2.
 - a. Define creativity and innovation. How does fear of failure and a lack of confidence hinder creativity? Discuss with examples. [2+3]
 - b. How can small businesses in Nepal achieve a competitive advantage against larger companies? [5]
3.
 - a. Suppose you are launching a new product, what pricing strategy would you choose, and why? [5]
 - b. Discuss the importance of market research in building a powerful marketing plan. How can businesses gather insights to better understand their target audience? [3+2]
4.
 - a. Define business ethics. How do ethical principles influence decision-making and behavior in business? [1+4]
 - b. What are some common reasons for ethical lapses in business? How can entrepreneurs prevent these lapses from occurring in their businesses? [2.5+2.5]
5.
 - a. Discuss the four main approaches to achieving green management and sustainability in businesses. How can each approach contribute to a more sustainable future for organizations? [3+2]
 - b. What are the key differences between environmental law and environmental management? How do both fields work together to ensure long-term environmental protection? [3+2]
6. Write short notes on: [2×5=10]
 - a. 7P's of Marketing Mix
 - b. Three Potent Forces

