

KATHMANDU UNIVERSITY
End Semester Examination
21 December 2023

Marks Scored:

Level : B.E.

Year : IV

Exam Roll No. :

Time: 30 mins.

Course : MGTS 402

Semester : I

F. M. : 10

Registration No.:

Date :

SECTION "A"

[20Q. × 0.5 = 10 marks]

Encircle the most appropriate option from each set of choices.

1. _____ are those individuals who are unemployed and are highly educated and skilled and had corporate executive jobs.
 - a. Home Based Business Entrepreneurs
 - b. Part-time Entrepreneurs
 - c. Corporate Dropouts
 - d. Corporate Castoffs
2. _____ is the ethical standard that merely establishes the minimum standard of behavior.
 - a. The Law
 - b. Organizational Policies and Procedure
 - c. The Moral Stance
 - d. None of the mentioned
3. The three primary areas of cash flow problems are _____.
 - a. Current Assets, Sales, and Net Income
 - b. Accounts Receivable, Accounts Payable, and Inventory
 - c. Accounts Receivable, Accounts Payable, and Sales
 - d. Accounts Receivable, Sales, and Inventory
4. _____ innovative and exceptional products that they transform existing markets.
 - a. Revolutionary Products
 - b. Evolutionary Products
 - c. Me-Too Products
 - d. None of the mentioned
5. Which of the following are the three principles of rapid prototyping?
 - a. Rough, Rapid and Recruit
 - b. Rough, Reduce and Right
 - c. Rough, Rapid and Right
 - d. Rough, Reuse and Right
6. _____ is the total amount of net income the company decides to keep.
 - a. Retained Earnings
 - b. Advance Payments
 - c. Accounts Receivable
 - d. Fixed assets
7. Acting in such a way that the action taken under the circumstances could be a universal law or rule of behavior is termed as _____.
 - a. The Utilitarian Principle
 - b. The Professional Ethic
 - c. Kant's Categorical Imperative
 - d. The Golden Rule
8. _____ stage of the creative process involves viewing the similarities and the differences among the information collected
 - a. Préparation
 - b. Investigation
 - c. Transformation
 - d. Incubation
9. Every company have the responsibility to provide their customers with safe, quality products and services. This right is known as _____.
 - a. Right to Safety
 - b. Right to Know
 - c. Right to Education
 - d. Right to Choice

10. CEM stands for _____.
- Continuous Experience Management
 - Customer Experience Monitoring
 - Customer Experience Management
 - Customer Experience Monitoring
11. Benefits that the customer expects from the brand is termed as _____.
- Threshold Attribute
 - Performance Attribute
 - Excitement Attribute
 - Perceived Attribute
12. _____ seeks to build customer loyalty by selling goods or services that provide unique attributes and that customers perceive to be superior to competing products.
- Cost Leadership Strategy
 - Differentiation Strategy
 - Focus Strategy
 - None of the mentioned
13. The location which is provided as an option to encourage companies to locate in economically destroyed (backward) areas is termed as _____.
- Foreign Trade Zones
 - Business Incubators
 - Empowerment Zones
 - Central Business District
14. An analysis determining the degree to which a product or service idea appeals to potential customers and identifies the resources necessary to produce the product or provide the service is termed as _____.
- An Industry and Market Analysis
 - The Product or Service Analysis
 - A Financial Analysis
 - An Entrepreneur Analysis
15. Porter's Five Forces Model :
- Helps an entrepreneur evaluate the overall attractiveness of an industry.
 - Helps an entrepreneur to evaluate the political-legal, sociocultural, economic, technological, and global forces surrounding a firm.
 - Helps to evaluate which competitor has the strongest position in the marketplace.
 - None of the Above
16. The company's ability to meet its regular financial obligations and to repay the bank loan is termed as _____.
- Collateral
 - Capacity
 - Condition
 - Character
17. From the aspect of Bootstrap Marketing Principles, the full form of TCM is _____.
- Total Cost Management
 - Theory of Cost Management
 - Time Compression Management
 - Technology Comprehensive Management
18. The acronym S.M.A.R.T. stands for:
- Specific, Measurable, Achievable, Relevant and Time-Oriented
 - Specific, Marketable, Achievable, Relevant and Time-Oriented
 - Specific, Measurable, Applicable, Relevant and Time-Oriented
 - Specific, Measurable, Achievable, Related and Time-Oriented
19. Private profit motive organizations that invest in equity to purchase young businesses they believe have high-growth and high-profit potential is termed as _____.
- Angel Investor
 - Venture Capital Companies
 - Corporation
 - Crowd Funding
20. The initial capital requirement, estimated earnings, time out of cash, and resulting return on investment are the major elements included in the _____.
- An Industry and Market Analysis
 - The Product or Service Analysis
 - A Financial Analysis
 - An Entrepreneur Analysis