

KATHMANDU UNIVERSITY  
End Semester Examination  
February/March, 2018

Marks Scored:

Level : B. Sc./B. Pharm./B. Tech.

Course : MGTS 402

Year : IV

Semester : I

Exam Roll No. :

Time: 30 mins.

F. M. : 10

Registration No.:

Date **FEB 27 2018**

SECTION "A"

[20 Q. × 0.5 = 20 marks]

Circle the most appropriate answer.

1. Which one is the characteristic of an entrepreneur?
  - a. Paralyzed by a fear of failure
  - b. Failure are simply stepping stones along the path of success
  - c. Generate more ideas
  - d. Capacity of taking risk
  
2. In which entrepreneurial business, couples work together?
  - a. Family business
  - b. Copreneurs
  - c. Home based business
  - d. Part time entrepreneurs
  
3. In which process, a small group of people interact in less structure to produce large number of business ideas?
  - a. Prototyping
  - b. Mind mapping
  - c. Focus group discussion
  - d. Brainstorming
  
4. What helps in developing and discovering new idea by looking at problems and opportunities?
  - a. Innovation
  - b. Entrepreneurship
  - c. Intrapreneurship
  - d. Creativity
  
5. What gives a firm a unique position in the market that is superior to its competitors?
  - a. Core commentaries
  - b. Strategic Management
  - c. Competitive advantage
  - d. Vision
  
6. In which form of business, a business is owned and managed by an individual?
  - a. Partnership
  - b. Sole Proprietorship
  - c. Company
  - d. Franchise
  
7. In which stage of product life cycle, the sales rise, profits peak and fall?
  - a. Introductory phase
  - b. Growth and acceptance
  - c. Maturity and competition
  - d. Decline stage
  
8. Which philosophy focuses on producing a high quality product or service and achieving quality in every aspect of business?
  - a. TQM
  - b. COQ
  - c. ROQ
  - d. MQM
  
9. Which pricing technique involves reducing the price of a popular item in an attempt to attract more customers?
  - a. Price lining
  - b. Leader pricing
  - c. Odd pricing
  - d. Zone pricing

10. What is non-personal sales presentation that is paid by an identified sponsor?  
a. Zappers                      b. Advertising                      c. Publicity                      d. Personal selling
11. What creates cash crunch in a company?  
a. Overhead cost      b. Bartering                      c. Leasing assets                      d. Essential layouts
12. Which one is one of the big three of cash management?  
a. Equity    b. Account receivable  
c. Fixed assets                                      d. Building
13. Which one is the asset that is acquired for long term use in a business?  
a. Current asset      b. Fixed asset                      c. Inventory                      d. Equity
14. Which one is the definition of break even point?  
a. No profit no loss                                      b. Earn profit  
c. Incur loss    d. Generate maximum output
15. What are the 5Cs in financial plans?  
a. Capital, Capacity, Collateral, Character, Condition  
b. Criterion, Capacity, Collateral, Character, Condition  
c. Criterion, Capacity, Collateral, Character, Contact  
d. Cash, Contact, Criterion, Capital, Condition
16. In which the reality tests focus on?  
a. Management Team  
b. Rate of return, Rate of equity  
c. Industry attractiveness, Potential customer, Market size, Product or service  
d. Product or service, Management team
17. What do venture capital companies do?  
a. Invest in high growth and high profit potential  
b. Invest in running organization which has high profit  
c. Invest in technical organization which has high profit potential  
d. Invest in new business
18. Which form of wealth is employed to produce more wealth?  
a. Fixed capital      b. Working capital      c. Capital                      d. Equity capital
19. What is the science of adapting work and work environment?  
a. Layout                      b. Ergonomics                      c. Location                      d. Place
20. Which one is not important factor for a location decision of retail and service business?  
a. Size of the trade area  
b. Volume of customer traffic  
c. Policy of the government  
d. Parking spots and availability for room for expansion

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F. M. : 40

SECTION "B"

[6 Q × 4 = 24 marks]

Attempt *ANY SIX* of the following questions.

1. Define entrepreneur. Explain the ten deadly mistakes of entrepreneurship.
2. What is patent? How patents differ from copy rights?
3. What is strategic management? Explain the condition in which you can use cost leadership strategy.
4. What is franchising? Write its benefits.
5. What is guerrilla marketing? What are the four objectives of guerrilla marketing?
6. What is equity financing? Write the difference between equity financing and debt financing?
7. What is layout? Explain the principle of effective layouts for manufacturing business.

SECTION "C"

[2 Q × 8 = 16 marks]

Attempt *ANY TWO* of the following questions.

8. Suppose you want to start a business in your related field. Prepare marketing plan of the business.
9. Explain the different components of a financial plan of a business.
10. Suppose you are manufacturing a new product related field of your study. Illustrate how you price the product to launch it in a market.

