

JUL 25 2018

Mark scored:

KATHMANDU UNIVERSITY  
End Semester Examination  
July, 2018

Level : B. Sc./B. Tech.

Year : IV

Course : MGTS 402

Semester: II

Exam Roll No. :

Time: 30 mins.

F. M. : 10

Registration No.:

Date JUL: 25 2018

SECTION "A"

[20 Q × 0.5 = 10 marks]

Circle the most appropriate answer.

1. Who is an intrapreneur?
  - a. Moderate risk taker
  - b. High risk taker
  - c. Low risk taker
  - d. A manager
2. In which entrepreneurial business two or more members of a family work together?
  - a. Copreneurs
  - b. Home based business
  - c. Family business
  - d. Part time entrepreneurs
3. On what basis business idea should be generated effectively?
  - a. Capacity of the entrepreneur
  - b. Customers' problems
  - c. Interest of the entrepreneur
  - d. Demand of a product
4. What helps in developing and discovering new idea by looking at problems and opportunities?
  - a. Creativity
  - b. Innovation
  - c. Entrepreneurship
  - d. Intrapreneurship
5. In which form of business, a business is owned and managed by two or more people and borne unlimited liabilities?
  - a. Sole Proprietorship
  - b. Partnership
  - c. Company
  - d. Joint venture
6. In which stage of product life cycle, the sales volume continue to rise, profits peak and begins to fall as competitors enter in the market?
  - a. Introductory phase
  - b. Growth and acceptance
  - c. Maturity and competition
  - d. Decline stage
7. Which ability is used to see similarities and the connection among various data and events?
  - a. Divergent thinking
  - b. Convergent thinking
  - c. Memories
  - d. Conceptual thinking
8. Which pricing technique that sets prices which ends in odd numbers to create the psychological impression of low prices?
  - a. Price lining
  - b. Leader pricing
  - c. Odd pricing
  - d. Zone pricing

9. What commercial news is covered by media that boosts sales but for which a small company does not pay?  
a. Zappers                      b. Publicity                      c. Advertising                      d. Personal selling
10. Which financial statement that represents a moving picture of a business, comparing its expenses against its revenue over a period of time to show its net profit or loss?  
a. Cash flow Statement                      b. Balance sheet  
c. Income statement                      d. Essential layouts
11. Which expenses those contribute directly to the manufacture and distribution of goods?  
a. Working capital                      b. Operating expenses  
c. Administrative expenses                      d. Marketing expenses
12. Which one is the asset that is acquired for one year or within the company's normal operating cycle in a business?  
a. Fixed asset                      b. Inventory                      c. Current asset                      d. Equity
13. Which ratio measures a small firm's solvency by indicating its ability to pay current liabilities out of current assets?  
a. Liquidity ratio                      b. Current ratio                      c. Activity ratio                      d. Profitability ratio
14. Which capital represents the personal investment of the owners in a business and sometime called risk capital?  
a. Debt capital                      b. Working capital                      c. Equity capital                      d. Fixed capital
15. Which positive internal factor is used to accomplish its mission, goals and objectives?  
a. Threats                      b. Opportunity                      c. Weakness                      d. Strength
16. What do venture capital companies do?  
a. Invest in running organization which has high profit  
b. Invest in technical organization which has high profit potential  
c. Invest in high growth and high profit potential  
d. Invest in new business
17. Which measurement includes both financial and operational measures and gives a quick comprehensive picture of the company's overall performance?  
a. Income statement                      b. Income statement  
c. Cash flow statement                      d. Balanced scorecard
18. What is the science of adapting work and work environment?  
a. Layout                      b. Ergonomics                      c. Location                      d. Place
19. In which layout workers and equipments are arranged according to the sequence of operations performed?  
a. Process layout                      b. Fixed position layout  
c. Design layout                      d. Product layout
20. What is a unique set of capabilities that a company develops in key areas, such as superior quality and customer service?  
a. Core competencies                      b. Entrepreneurship                      c. Creativity                      d. Invention

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F. M. : 40

SECTION "B"

[6 Q × 4 = 24 marks]

Attempt *ANY SIX* of the following questions.

1. What is entrepreneurship? Explain how can an entrepreneur avoid pitfalls?
2. What is brainstorming? Explain how prototype differs from mind mapping?
3. What is PESTL analysis? Explain how PESTL analysis helps in strategic management of a business?
4. What is franchising? Write what are the draw backs of buying a franchise?
5. What are the four Ps' of marketing? Explain how 4 Ps' help in building marketing strategy?
6. What is fixed capital? Explain the difference between fixed capital and working capital?
7. What are the big three of cash management? Explain one of them.

SECTION "C"

[2 Q × 8 = 16 marks]

Attempt *ANY TWO* of the following questions.

8. Write what are the components of financial plan that help you to know business is feasible or not.
9. What is business plan? Write a format of business plan you will use.
10. What is pricing? Explain the pricing of manufacturing and service business.

