

KATHMANDU UNIVERSITY  
End Semester Examination  
June/July, 2023

Marks Scored:

Level : B.Arch.

Year : IV

Exam Roll No. :

Time: 30 mins.

Course : MGTS 402

Semester : II

F. M. : 10

Registration No.:

Date **2: 9 JUN 2023**

SECTION "A"

[20Q. × 0.5 = 10 marks]

**Encircle the most appropriate answer from the given choices.**

- \_\_\_\_\_ is the location which is provided as an option to encourage companies to locate in economically destroyed (backward) areas.  
a. Foreign Trade Zones                      b. Business Incubators  
c. Empowerment Zones                      d. Central Business District
- Innovative and exceptional products that they transform existing markets is termed as \_\_\_\_\_.  
a. Revolutionary Products                      b. Evolutionary Products  
c. Me-Too Products                      d. None of these
- The segment of the business model includes key suppliers, key outsourcing vendors, investors, industry partners, advisers, and all other external businesses or entities that are critical to make the business model work is termed as \_\_\_\_\_.  
a. Key Activities      b. Key Partners      c. Key Resources      d. Value Proposition
- Although a product might solve a real market problem or need, sometimes the initial business model targets the wrong customer or wrong market is known as \_\_\_\_\_.  
a. Product Pivot                      b. Revenue Model Pivot  
c. Customer Pivot                      d. Market Pivot
- Which one of those listed below is termed as the company's ability to meet its regular financial obligations and to repay the bank loan?  
a. Capacity              b. Collateral              c. Condition              d. Character
- \_\_\_\_\_ phase of the Creative Process occurs while the individual is away from the problem, often engaging in some totally unrelated activity.  
a. Investigation              b. Transformation              c. Incubation              d. Illumination
- When executives who leave the corporate rat race to pursue their own dreams and aspirations by starting their own businesses, they are termed as \_\_\_\_\_.  
a. Corporate Castoffs                      b. Part-time Entrepreneurs  
c. Copreneurs                      d. Corporate Dropouts
- The technique in which a company sets different prices for the same products and services for different customers using the information they have collected about their customers is termed as \_\_\_\_\_.  
a. Price Lining                      b. Dynamic Pricing  
c. Captive Product Pricing                      d. Optional Product Pricing

9. \_\_\_\_\_ is termed as the layout where the workers and equipment go to the material rather than having the material flow down a line to them.
- Functional Layout
  - Process Layout
  - Product Layout
  - Fixed Position Layout
10. What is the full form of CEM?
- Continuous Experience Management
  - Customer Experience Monitoring
  - Customer Experience Management
  - Customer Experience Monitoring
11. \_\_\_\_\_ is the narrowest level of ethical standards.
- The Law
  - Organizational Policies and Procedures
  - The Moral Stance
  - None of these
12. Act in such a way that the action taken under the circumstances could be a universal law or rule of behavior is termed as \_\_\_\_\_.
- The Utilitarian Principle
  - Kant's Categorical Imperative
  - The Professional Ethic
  - The Golden Rule
13. \_\_\_\_\_ phase of the Creative Process involves viewing the similarities and the differences among the information collected.
- Investigation
  - Transformation
  - Incubation
  - Illumination
14. The three principles of rapid prototyping are:
- Rough, Rapid, and Right
  - Rough, Ready, and Right
  - Rough, Rapid, and Ready
  - Ready, Rapid, and Right
15. The following are provided:  
 Fixed Assets = Nrs 200,000  
 Current Assets = Nrs 800,000  
 Long Term Liabilities = Nrs 400,000  
 Current Liabilities = Nrs 100,000  
 Calculate the Debt Ratio.
- 0.5
  - 2
  - 2.5
  - 1
16. Full form of CRM is \_\_\_\_\_.
- Customer Retention Management
  - Customer Receivable Management
  - Customer Record Management
  - Customer Relationship Management
17. The amount a company owes suppliers for items or services purchased on credit is termed as \_\_\_\_\_.
- Accounts Receivable
  - Advance Payments
  - Accounts Payable
  - Notes Payable
18. \_\_\_\_\_ is **NOT** a potent forces of Price.
- Cost
  - Image
  - Value
  - Competition
19.  $Assets = Liabilities + Owner's Equity$ ; is fundamental accounting equation of \_\_\_\_\_.
- Balance Sheet
  - Income Statement
  - Statement Of Cash Flows
  - Owner's Equity
20. \_\_\_\_\_ is the role that requires entrepreneurs to make sure your company gets maximum value for the dollars it spends.
- Cash Planner
  - Cash Conserver
  - Cash Distributor
  - Cash Collector

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29 JUN 2023

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Time : 2 hrs. 30 mins.

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Semester : II  
F. M. : 40

SECTION "B"

[6Q. × 4 = 24 marks]

Attempt *ANY SIX* questions.

1. Your friend is trying to start a business. S/he is thinking about partnership. Explain to her/him the four big advantages of partnership.
2. Your same friend is looking to gather funds for the business. Suggest him/her one source of funding and explain comprehensively why you have suggested that particular source.
3. A market attractiveness is a major reason for selecting a business idea. Explain the Michael Porter's Approach to Industry Analysis with an example of a business.
4. A feasibility study primarily is an investigative tool to check the viability of a business idea. This helps to determining whether an entrepreneur's idea is a viable foundation for creating a successful business. Describe comprehensively the four interrelated analysis under the feasibility study.
5. You are the Marketing Manager of a multinational brand, DELL. Out of the various pricing strategies that can be applied, you have chosen Geographic pricing. Explain comprehensively the term Geographic pricing strategies and the different geographic pricing strategies that falls under it that you would discuss in the next meeting with the CEO / Board. [1+3=4]
6. Intellectual Property is all about protecting your ideas. Explain the four different tools to protect intellectual property.
7. Describe the term Shareholder's Equity and elaborate broadly the two elements of The Shareholder's Equity. [1+3= 4]

SECTION "C"

[2Q. × 8 = 16 marks]

Attempt *ANY TWO* questions.

8. The location decision has comprehensive and often long-lasting effects on a company's future.
  - a. Describe in a line why right location is important for any businesses. [1]
  - b. Describe the seven different location option for Retail & Service Businesses. [7]
9. The big three of cash management interact to create a company's positive cash flow. Yet, the company can face cash crisis. Explain four techniques for dealing with cash crisis emerging through Account Payable.
10. Building and maintaining a solid base of loyal customers is not an easy task. The key is to build long-term relationships with customers and this relationship is built over period of years. Explain the five Business's Responsibility to Customers by the organization.