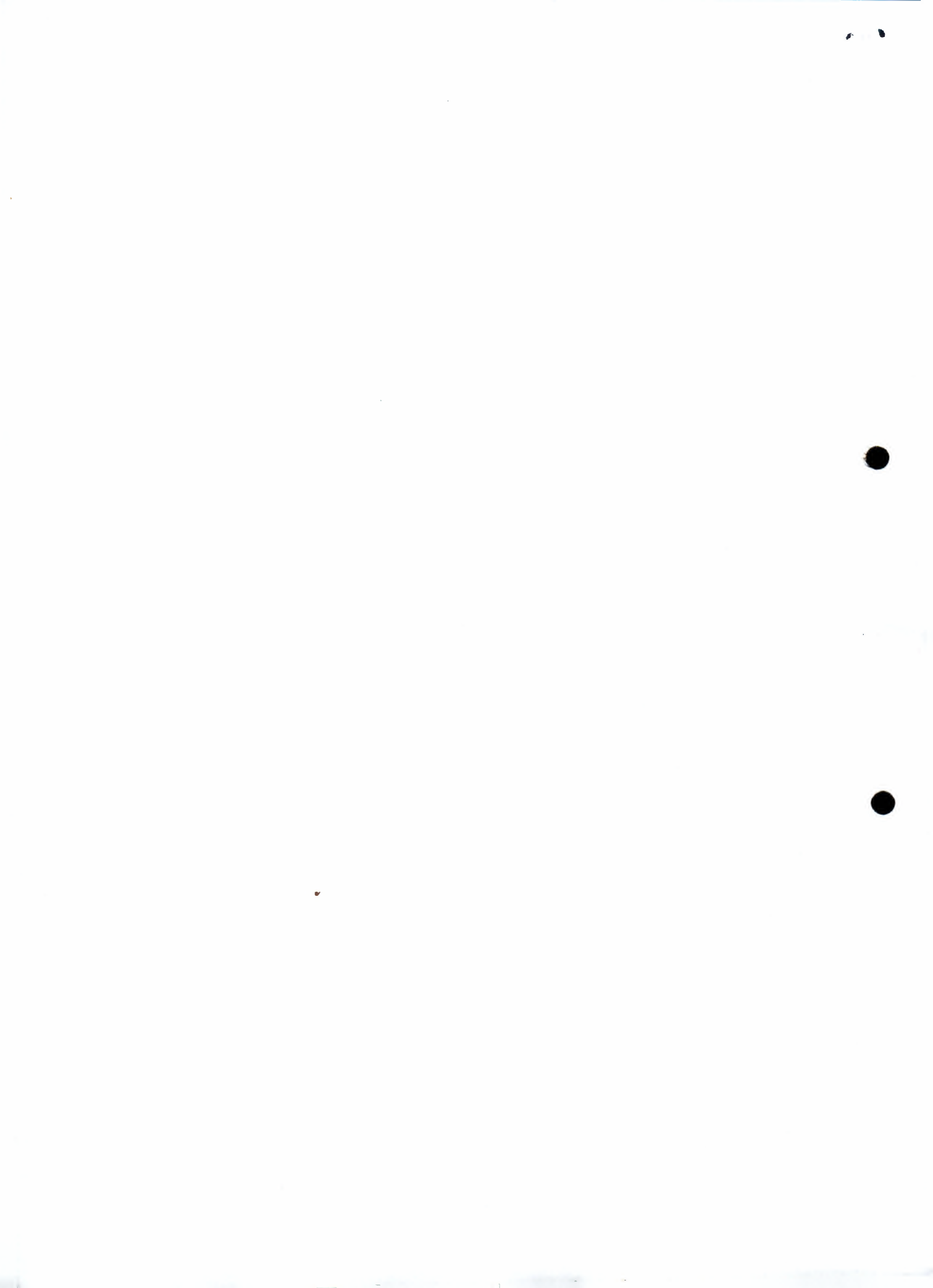


8. The full form of IRS is?
 a. Information of Retail Saturation b. Index of Revenue Service.
 c. Inland Revenue Service. d. Index of Retail Saturation.
9. The three primary areas of cash flow problems are _____.
 a. Current Assets, Sales, and Net Income
 b. Accounts Receivable, Accounts Payable, and Inventory
 c. Accounts Receivable, Accounts Payable, and Sales
 d. Accounts Receivable, Sales, and Inventory
10. Bootstrap Marketing are _____ that allows (usually) small companies to get more “bang”/ “reach” from their marketing budget (money) than do larger rivals.
 a. Unconventional, High-Cost, Creative Techniques
 b. Conventional, Low-Cost, Creative Techniques
 c. Unconventional, Low-Cost, Creative Techniques
 d. Conventional, High-Cost, Creative Techniques
11. _____ type of layout has the characteristics of rigid-flow, high volume, continuous process or a mass-production operation, and when the service or product is highly standardized.
 a. Product Layout b. Process layout
 c. Fixed Position Layout d. Functional Layout
12. S.M.A.R.T. full form is _____.
 a. Specific, Measurable, Achievable, Relatable and Time-Oriented
 b. Specific, Manageable, Achievable, Relevant and Time-Oriented
 c. Specific, Measurable, Achievable, Reliable and Time-Oriented
 d. Specific, Measurable, Achievable, Relevant and Time-Oriented
13. Exclusive right granted for an invention, product or process that provides, in general, a new way of doing something, or offers a new technical solution to a problem is termed as _____.
 a. Patent b. Copyright c. Trademark d. Trade Secret
14. Partners who are not active in a business but generally are known to be members of the partnership as they invest but have no liability is termed as _____.
 a. General Partners b. Limited Partners c. Silent Partners d. Dormant Partners
15. Company’s ability to meet its regular financial obligations and to repay the bank loan is termed as _____.
 a. Capital b. Capacity c. Character d. Condition
16. Only taking those actions that an unbiased panel of experts from the same field of work or colleagues would view as proper is termed as _____.
 a. The Utilitarian Principle b. Kant’s Categorical Imperative
 c. The Professional Ethic d. The Golden Rule
17. A pricing strategy in which the base product is not functional without the appropriate accessory termed as _____.
 a. Captive-Product Pricing b. By-Product Pricing
 c. Optional-Product Pricing d. F.O.B.(Free On Board) Factory Pricing

18. The time interval between payment made to the suppliers for materials purchased and receiving payment from customers for the product or service sold is termed as _____.
- a. Average-Collection-Period Ratio
 - b. Cash Flow Cycle
 - c. Cash Budgeting
 - d. Average-Payable-Period Ratio
19. _____ is a rectangular with parallel walkway; which is formal in pattern; and aids in controlling traffic (customer) flow; via the utilization of the selling space efficiently..
- a. The Free Form
 - b. The Boutique
 - c. The Grid
 - d. The Guidelines
20. _____ is the total amount of net income the company decides to keep.
- a. Retained Earnings
 - b. Advance Payments
 - c. Accounts Receivable
 - d. Fixed assets



KATHMANDU UNIVERSITY
End Semester Examination
July, 2024

Level : B.Arch.
Year : IV
Time : 2 hrs. 30 mins.

08 JUL 2024

Course : MGTS 402
Semester : II
F. M. : 40

SECTION "B"
[6 Q × 4 = 24 marks]

Attempt *ANY SIX* questions.

1. Establishing accurate control is the final and vital step of the "The Strategic Management Process". Balance scorecards are utilized to measure the overall performance. Explain "Balanced Scorecards" comprehensively. [4]
2. Cash Flow Management (CFM) is one of the integral part of for any small startups. Explain four benefits CFM provides to small startups. [4]
3. You are the new Marketing Manager of "Jum Jum". It is a ride sharing app. Jum Jum provides cash or cashless payments, live driver tracking, and fare estimates for a convenient and hassle-free experience. Ideate two bootstrap marketing plans/strategies for Jum Jum. [4]
4. Select one local Nepalese company that is utilizing the following pricing strategies and explain your selection.
 - a. Price Lining: Choose one company and justify your choice. [2]
 - b. Freemium Pricing: Choose one company and justify your choice. [2]
5. Pricing decisions is inter related with all aspect of a small company, as it influences everything from its marketing and sales efforts to its operations and strategy. The three potent forces that spaces price are image, competition and value. Explain the potent force "Value" comprehensively. [4]
6. The marketing mix is a fundamental concept in marketing strategy, encompassing various elements that a company uses to promote its products or services. Describe the four key components of the marketing mix. Provide examples to illustrate your points. [4]
7. You have an idea for a new startup business. Many factors impacts the choice of business ownership that any entrepreneur decides to select. Discuss four factors that impacts your decision regarding the type of business ownership. [4]

SECTION "C"
[2 Q × 8 = 16 marks]

Attempt *ANY TWO* questions.

8. The viability of a business idea is measured by the Feasibility Study. Feasibility Study is an investigative tool. Describe all correlated components of Feasibility Study that aids in the measurement of the viability of the business idea. [8]

P.T.O.

9. You are planning to start a new Architectural Startup. The startup is related to Smart Furniture. With the increase in the demand for space optimization in the market, you see the opportunity in this business. Now you are trying to sort out capital for the startup. Finding reliable answers to your questions for funding can be challenging. Sources offer different guidance on managing your funds.
- Explain the different sources of funding available at our disposal comprehensively. [6]
 - Which source of funding will you choose and explain your choice with appropriate reasoning? [2]
10. Financial analysis is analyzing a company's performance and trend by calculating financial ratios. Following information are provided.

| Particular | Amount (NRs) |
|---------------------|--------------|
| Cash Sales | 12,00,000 |
| Credit Sales | 10,00,000 |
| Account Receivable | 4,00,000 |
| Purchase | 700,000 |
| Fixed Assets | 11,00,000 |
| Long Term Liability | 700,000 |
| Current Liability | 200,000 |
| Share Capital | 15,00,000 |
| Retained Earning | 500,000 |
| Goodwill | 50,000 |
| Depreciation | 150,000 |

| Particulars | Industry Mean |
|---------------------------------|---------------|
| Net-Sales-to-Total-Assets Ratio | 2 |
| Average-Collection-Period Ratio | 140 days |
| Debt-to-Net-Worth Ratio | 0.4 |
| Debt Ratio | 0.5 |
| Current Ratio | 2 |

Additional Information: Opening Inventory: NRs 600,000; Closing Inventory: NRs 200,000

Calculate and interpret the findings with appropriate suggestion for EACH of the following:

- Net-Sales-to-Total-Assets Ratio [2]
- Average-Inventory-Turnover Ratio [2]
- Debt-to-Net-Worth Ratio [2]
- Debt Ratio [1]
- Current Ratio [1]