

KATHMANDU UNIVERSITY

End Semester Examination

May/June, 2022

28 MAY 2022

Level : B. Arch

Year : IV

Time : 2 hrs. 30 mins.

Course : MGTS 402

Semester : II

F. M. : 40

SECTION "B"

[6Q. × 4 = 24 marks]

Attempt *ANY SIX* questions.

1. Dynamic Pricing, and Price Lining are considered the best pricing tactics of all. State one Nepalese company that implements Dynamic Pricing and one Nepalese company that implements Price Lining. Explain your choices of company for each pricing tactics. [2 + 2 = 4]
2. "Foodie Nepal" wants to launch a Food Truck inside KU. Statistics gathered from Competitor's Annual Financial Analysis show that the Food Truck net profit margin is 10%.
  - a) Compute the sales level required to produce a net profit of Nrs 45,000. [1]
  - b) The COGS (Cost Of Goods Sold) is estimated to be at 60%. Create a simple projected income statement for Foodie Nepal. [3]
3. Entrepreneur are constantly seeking funds. As the entrepreneur seeks funds, s/he have roles towards managing the cash. Explain in brief the Cash Management Roles of the Entrepreneur? [4]
4. Differentiate between Debt Capital and Equity Capital. [4]
5. Foodie Nepal are seeking to acquire funds from an investor. Kindly help Foodie Nepal to understand what actually an Investors look for in a business plan so that they can improve their business plan? [4]
6. Idea assessment is an important aspect of the Entrepreneurship journey. Explain the concept of Idea Assessment and the three Idea Assessment Test comprehensively. [1+ 3= 4]
7. Your friend is about to start the journey of entrepreneurship. Advise her about the drawbacks of heading towards the journey of entrepreneurship so they can be prepared not to quit? [4]

SECTION "C"

[2Q. × 8 = 16 marks]

Attempt *ANY TWO* questions.

8. You are the Chief Operational Officer of Shivam Cement. Shivam Cement is going to launch a new variant of cement in the market.
  - a) Explain comprehensively the three important factors that sets the price of your product. [6]
  - b) Select & explain your choice of a pricing strategy that would you implement to enter the market. [2]

9. Layout is the logical arrangement of the physical facilities in a business that contributes to efficient operations, increased productivity, and higher sales. Elaborate the factors with example that have a significant impact on a space's layout and design. [8]
10. There are many ethical tests that aids your behavior towards the judging an ethical standard. Discuss all six comprehensively. [8]



8. The accrued experience and knowledge that a corporation possesses in many forms like patents, copyrights, processes, software, and expertise of the staff in a corporation is termed as \_\_\_\_\_.
- Human capital
  - Structural capital
  - Customer capital
  - None
9. An approach determining precisely the direction of the where the organization is heading and how to attain the destination in a systematic and coordinated manner is termed as \_\_\_\_\_.
- Idea Assessment
  - Feasibility Study
  - Strategic Plan
  - Revenue Plan
10. What are bootstrap marketing strategies?
- Bootstrap marketing strategies are unconventional, low-cost, creative marketing techniques pursued by entrepreneurs.
  - Bootstrap marketing strategies are techniques that absorb all or most of a company's marketing budget but that prove to be extremely beneficial.
  - Bootstrap marketing strategies are used by large organizations to outpace the smaller, new entrant entrepreneur competition.
  - Bootstrap marketing strategies are strategies that may or may not attract the target market, but are thrown out to the entire population to see who is attracted.
11. This only sets the minimum standard of behavior and actions that are legal, however, may not be ethical.
- The Law
  - The Organizational policies and procedures
  - The Moral stance
  - The Utilitarian Principle
12. This right suggests that the channels of communication between companies and their customers run in both directions.
- Right to Know
  - Right to Be Heard
  - Right to Education
  - Right to Choice
13. \_\_\_\_\_ are those individuals who are jobless and are highly educated and skilled and had corporate executive jobs.
- Home Based Business Entrepreneurs
  - Part-time Entrepreneurs
  - Corporate Castoffs
  - Corporate Dropouts
14. The three principles of rapid prototyping are the three Rs, which are:
- Rough, Resources, and Right
  - Rough, Rapid, and Right
  - Resources, Rapid, and Right
  - Rough, Resources, and Right
15. A \_\_\_\_\_ protects only the form in which an idea is expressed, not the idea itself.
- Copyright
  - Trademark
  - Patent
  - Trade Secret
16. \_\_\_\_\_ are private, for-profit organizations that assemble pools of capital and then use them to purchase equity positions in young businesses they believe have high-growth and high-profit potential.
- Angel Investor
  - Corporation
  - Venture Capital Companies
  - Crowd Funding

17. A measure of the potential sales per square foot of store space for a given product within a specific trading area is shown by \_\_\_\_\_.
- a. Customer Experience Management
  - b. Reilly's Law of Retail Gravitation
  - c. The Index of Retail Saturation
  - d. Time Compression Management
18. Which of the following is NOT an advantage to taking the venture public?
- a. More control over decision making
  - b. Ability to raise a great deal of capital
  - c. Improved access to future financing
  - d. Ability to attract and retain employees
19. Rectangular with parallel walkway; which is formal in pattern; and aids in controlling traffic (customer) flow; via the utilization of the selling space efficiently is termed as \_\_\_\_\_.
- a. The Grid
  - b. The Free Form
  - c. The Boutique
  - d. None
20. Materials do not move down a line as in a production layout but rather, due to the weight, size, or bulk of the final product, are assembled in one spot is termed as \_\_\_\_\_.
- a. Process layout
  - b. Fixed Position Layout
  - c. Product Layout
  - d. Functional Layout





KATHMANDU UNIVERSITY  
 School of Science / School of Engineering  
 End-Semester Examinations  
 May/June, 2022

Examination Time: 11:00 A.M. to 2.00 P.M.

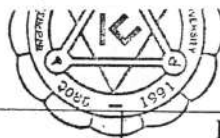
Date/ Day	I-I	I-II	II-II	III-II
May 26, 2022 Thursday	PHYS 104 ✓	PHYS 102 ✓ PHYS 105 ✓ ARCH 112 ✓		ETEG 303 ✓ ETEG 301 ✓ MEEG 306 ✓ COMP 302 ✓ GEOM 306 ✓ CIEG 308 ✓ ARCH 319 ✓ INAN 301 ✓ MGTS 302 ✓ BIOT 305 ✓ ENVS 303 ✓ MATH 327 ✓
May 27, 2022 Friday			MATH 208 ✓ MATH 207 ✓ ENVS 203 ✓ PHAR 214 ✓ MATH 217 ✓ ARCH 215 ✓ BIOT 206 ✓ BIOT 208 ✓	
May 30, 2022 Monday	CHEM 101 ✓	MATH 104 ✓ MATH 102 ✓ MATH 103 ✓ MATH 106 ✓		EEEG 309 ✓ MEEG 308 ✓ COMP 314 ✓ GEOM 310 ✓ CIEG 309 ✓ CIEG 341 ✓ CHEG 305 ✓ ENVS 335 ✓ PHAR 311 ✓ BIOT 306 ✓
May 31, 2022 Tuesday			MCSC 202 ✓ ESEE 221 ✓ ARCH 216 ✓ PHAR 223 ✓ BIOT 207 ✓	Semic Lithograph
June 2, 2022 Thursday	COMP 101 ✓ AGRS-116 ✓	ENVE 101 ✓ CHEM 102 ✓ BIOT 102 ✓ NEPT 101 ✓		GEOM 307 ✓ CHEG 314 ✓ PHAR 313 ✓

SOCA-401

ENVS-409 ✓  
ARCH-425 ✓

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Date/ Day	I-I	I-II	II-II	III-II
June 5, 2022 Sunday  ✓		✓ <i>AGRY - 111</i>	✓ EEG 214 ✓ ✓ MEEG 202 ✓ ✓ COMP 204 ✓ ✓ CIEG 206 ✓ ✓ CIEG 241 ✓ ✓ CHEG 210 ✓ ✓ ENVS 202 ✓ ✓ CHEM 212 ✓	
June 6, 2022 Monday  ✓	✓ MATH 111	✓ COMP 116 ✓ COMP 117 ✓ ARCH 161		✓ ETEG 305 ✓ COEG 301 ✓ MEEG 318 ✓ COMP 304 ✓ MATH 322 ✓ GEOM 315 ✓ CIEG 310 ✓ CHEG 310 ✓ CIEG 342 ✓ ENVS 336 ✓ BIOT 307
June 7, 2022 Tuesday		✓ <i>AGRS-105</i> ✓ COMP 102		✓ PHAR 316
June 8, 2022 Wednesday			✓ PHAR 221 ✓ BIOL 207	
June 9, 2022 Thursday  ✓		✓ ENVS 101 ✓	✓ EEG 215 ✓ ✓ MEEG 206 ✓ ✓ COMP 231 ✓ ✓ GEOM 204 ✓ ✓ CIEG 207 ✓ ✓ CIEG 242 ✓ ✓ CHEG 211 ✓ ✓ BIOT 211 ✓ ✓ MATH 211 ✓	
June 10, 2022 Friday  ✓	✓ ENGT 104 ✓	✓ ENGT 105 ✓ ✓ CHEM 103 ✓ ✓ <i>AGRS-117</i> ✓		✓ ETEG 321 ✓ ✓ EPEG 318 ✓ ✓ MEEG 317 ✓ ✓ MEEG 309 ✓ ✓ COMP 341 ✓ ✓ GEOM 319 ✓ ✓ CIEG 318 ✓ ✓ CIEG 313 ✓ ✓ CHEG 312 ✓ ✓ EEG 331 ✓ ✓ BIOT 308 ✓ ✓ ENVS 305 ✓ ✓ ENVS 345 ✓ ✓ MATH 325 ✓

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Date/ Day	I-I	I-II	II-II	III-II
June 12, 2022 Sunday		✓ ENVS 112 ✓ ✓ Agriet - 111 (41-212) ✓	✓ PHAR 224 ✓ ✓ ENVS 205 ✓	✓ PHAR 315 ✓
June 13, 2022 Monday	✓ PHAR 112 ✓		✓ EEG 221 ✓ ✓ MEEG 207 ✓ ✓ COMP 232 ✓ ✓ GEOM 206 ✓ ✓ CIEG 208 ✓ ✓ CHEG 212 ✓ ✓ BIOT 210 ✓ ✓ PHAR 212 ✓	✓ GEOM 313 ✓
June 14, 2022 Tuesday		✓ BIOT 101 ✓		✓ EPEG 301 ✓ ✓ EPEG 315 ✓ ✓ MGTS 303 ✓ ✓ COMP 306 ✓ ✓ COMP 323 ✓ ✓ CIEG 312 ✓ ✓ CHEG 313 ✓ ✓ BIOT 309 ✓ ✓ ENVS 337 ✓ ✓ ENVE 399 ✓
June 15, 2022 Wednesday		✓ ENGG 112 ✓	✓ PHAR 222 ✓ ✓ ESEE 201 ✓	
June 16, 2022 Thursday				✓ ENVS 306 ✓
June 17, 2022 Friday			✓ CEEG 201 ✓ ✓ CIEG 209 ✓ ✓ CHEG 213 ✓ ✓ ENVE 205 ✓ ✓ MATH 213 ✓	
June 19, 2022 Sunday				✓ COMP 307 ✓ ✓ COMP 342 ✓ ✓ COMP 409 ✓ ✓ CIEG 314 ✓ ✓ CHEG 315 ✓ ✓ CHEG 322 ✓ ✓ ENVS 331 ✓ ✓ ENVE 311 ✓

Note:

1. Examinations will be conducted as per this schedule and under no circumstance the dates and times will be changed unless the University publishes prior notice.
2. Practical examinations will be conducted by the schools/ departments.
3. The schools/departments should submit the in-semester evaluations and the practical examination evaluations to the Office of the Controller of Examinations by May 19, 2022.

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