

Mid-West University
Examinations Management Office
Surkhet, Nepal
End-Semester Examination-2080
Bachelor of Business Studies (BBS)
Semester - I

Subject: Principles of Management
Full Marks: 60 Pass Marks: 30

Course Code: MGMT411/311
Time: 3:00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: VERY SHORT ANSWER QUESTIONS (10 X 1 = 10 MARKS)

Answer **ALL** the questions.

1. Write the full form of POSDC.
2. State the meaning of centralization.
3. Define group decision making, in short.
4. Point out two major responsibilities of lower-level management.
5. Define operational plan in short.
6. List out any two distinct views of theory x and theory y of motivation.
7. Mention the types of control.
8. Give the short meaning of democratic leadership style.
9. What do you mean by social responsibility of business?
10. Give the meaning of conflict.

SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)

Answer any **THREE** questions.

11. Define controlling. Discuss the process of control system. [3+5]
12. What is managerial skill? What skills are necessary for a successful manager? [2+6]
13. Explain the emerging business environment in Nepal. [8]
14. Define motivation and explain the Abraham Maslow's theory of motivation. [2+6]
15. State the meaning of organizing and explain the process of organizing. [3+5]

SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)

Answer any **TWO** questions.

16. Define management. Explain the emerging challenges for management and also discuss the level of management. [3+5+5]
17. Define the concept of planning. Briefly explain the process of planning. Why it is important for each and every organization? [2+6+5]
18. What is communication? Explain the barriers to effective communication. [3+10]

THE END

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Bachelor of Business Studies (BBS)
Semester - I

Subject: Business Communication
Full Marks: 60 Pass Marks: 30

Course Code: MGMT412/312
Time: 3:00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: VERY SHORT ANSWER QUESTIONS (10 X 1 = 10 MARKS)

Answer **ALL** the questions.

1. List out two the main goals of communication in business.
2. Mention one difference between downward and horizontal communication.
3. Write any four formats of writing letters.
4. Define functional resume.
5. Enlist one difference between report and proposal.
6. What is situational interview?
7. How is solicited proposal different from unsolicited proposal?
8. Define parallel structure. Give an example.
9. Explain transitional word. Give two examples.
10. What is adjustment letter?

SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)

Answer any **THREE** questions.

11. Define 7C's of effective communication in business organization with suitable examples. [8]
12. Explain, in detail, the various types of non-verbal cues or communication that enhance our understanding of human behavior. [8]
13. Define job application letter. Draft an impressive cover letter for the post of communication officer to the Manager of Global advertisement, including all the required information and details. [2+6]
14. Define sales letter with two objectives. Prepare a sales letter in full block format with the following clues: Suppose you are a marketing officer. Your company has manufactured foot ware, that includes slipper, sandals, shoes, etc. made up of canvas, leather, plastic or rubber and suitable for every age and for any seasons. [2+6]
15. Change the following in the sentences as instructed in the brackets: [8X1]
 - a. Nobody _____ (know, knows) the trouble I've seen. (Correct form of verb)
 - b. Gopal is a good student, he gets full scholarship to study higher education. (Comma splice)
 - c. Learning to speak English fluently. (Fragment sentence)
 - d. The torn student's book is lying on the table. (Misplaced modifier)
 - e. Dogs are great pets for the following reasons: they are loyal, actively engage you and can be trained. (Parallel structure)
 - f. Teresa's mother asked, "Can't you do anything _____(beside, besides) complain about your little brother?" (Choose the correct homonym)
 - g. Which one of the following transitional words is used in adding information? (For instance, furthermore, in contrast)
 - h. Gita said what're you doing today (Put appropriate punctuation signs)

SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)

Answer any **TWO** questions.

16. Define interview. Explain the different types of interviews. What are the preparations required to be done by any candidate to make an interview successful? [2+6+5]
17. Explain report. Prepare an informal report on any one (Trip/ Incident/ Progress) report with the suitable headings and subheadings including all the required information for their particular type. [3+10]
18. Describe business communication. Explain, in brief, the process of communication with a suitable diagram. Mention any two types of communication with their pros and cons. [2+6+5]

THE END

Mid-West University
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 Bachelor of Business Studies (BBS)
 Semester - I

Subject: Micro Economics

Course Code: MGMT 413/313

Full Marks: 60 Pass Marks: 30

Time: 3: 00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: VERY SHORT ANSWER QUESTIONS (10 X 1 = 10 MARKS)

Answer **ALL** the questions.

1. Define supply function in short.
2. Mention the different types of microeconomic analysis.
3. Define non-linear demand curve with mathematical formula.
4. If the supply function $D = 20 + 10Px$ and equilibrium price Px is 5. What will be the equilibrium supply?
5. If a consumer has money income Rs. 100 and price of X and Y commodities are 10 and 5 respectively, draw a budget line.
6. Symbolically, show short-run and long-run production function.
7. Why does ISO-cost line shift upward from its original position?
8. What do you mean by the first degree of price discrimination?
9. What do you mean by consistency of choice?
10. Write the meaning of money wage with one appropriate example.

SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)

Answer any **THREE** questions.

11. Define microeconomics. What are the uses of microeconomics in management? Explain. [2+6]
12. State the meaning of price elasticity of supply. Elaborate the different types of price elasticity of supply. [3+5]
13. How is a consumer in equilibrium with the consumption of two commodities at cardinal utility analysis? Explain. [8]
14. What do you mean by ISO-quant? State its properties. [3+5]
15. Define price discrimination. Explain the third degree price discrimination. [3+5]

SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)

Answer any **TWO** questions.

16. Define market equilibrium. Explain the effect of increase in direct tax at market equilibrium. [5+8]
17. Using the short run total production function, $Q = 12L + 6L^2 - L^3$ answer the following questions. [3]
 - a. Compute the given table.

Labour (L)	Total Production $12L + 6L^2 - L^3$	Average Production AP = TP/L	Marginal Production MP = $\Delta TP / \Delta L$
0			
1			
2			
3			
4			
5			
6			

- b. Explain the law of variable proportion with a diagram. [7]
- c. What are the limitations of law of variable proportion? [3]
18. Write the meaning of gross interest and net interest. Explain the liquidity preference theory of interest. [5+8]

THE END

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Bachelor of Business Studies (BBS)
Semester - I

Subject: Cost Accounting

Full Marks: 60 Pass Marks: 30

Course Code: MGMT414/314

Time: 3:00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: VERY SHORT ANSWER QUESTIONS (10 X 1 = 10 MARKS)

Answer **ALL** the questions.

1. Write any four objectives of cost accounting.
2. Find out the fixed cost for 15,000 units if variable cost per unit is Rs.6 and total cost is Rs. 1,70,000.
3. The following information is given to you:
Re-order period = 20 to 30 days
Consumption per day = 600 to 800 units.
Re-order quantity = 6,000 units
Required: maximum stock level
4. Mention the reasons for holding inventory in business institutions.
5. Clarify the meaning of labour cost control.
6. List out any two differences between time rate system and piece rate system of wages payment.
7. What do you mean by overheads distribution?
8. You are given the following information:
Depreciation on machinery Rs. 60,000
Rent Rs. 40,000
Power Rs. 45,000
Repair and maintenance cost Rs.15, 000.
Total machine hour 20,000 hours.
Required: Overhead rate per machine hour.
9. Write any four features of process costing.
10. Give the meaning of main product and by-product.

SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)

Answer any **THREE** questions.

11. Give the meaning of cost accounting. Mention its importance and advantages. [2+6]
12. What are the features of job order costing? Explain its merits and demerits. [2+6]
13. ABC Company's annual requirement of wheat is 40,000 kg, the cost of placing an order is Rs.400 and carrying cost is 10% of inventory cost. The cost of inventory per kg is Rs.20.
Required:
 - a. Economic order quantity. [2]
 - b. No. of order. [1]
 - c. Total cost at EOQ. [2]
 - d. Length of inventory cycle. [1]
- e. If a manufacturing firm purchases its requirement of inventory at a time the supplier will provide 2% quantity discount whether the offer can be accepted or not. [2]
14. A worker completes a job in a certain number of hours. The standard time allowed for the job is 20 hours and hourly wages rate is Rs. 20. The worker earns Rs. 350 under Halsey Plan.
Required:
 - a. Time saved by the worker [4]
 - b. Total wages under Rowan Premium plan. [2]
 - c. Effective wages rate under Halsey and Rowan Premium plan. [2]

15. A manufacturing company has four departments. A, B, and C are the production departments and x is the service department.

The overall overhead incurred by company are as follows:

Indirect wages Rs.12, 000	Depreciation Rs.25, 000
Power Rs.30, 000	Electricity Rs. 8,000
Rent Rs.30, 000	Canteen expenses Rs. 4,000

The following other information is available for four departments:

Departments	A	B	C	X
Direct material (Rs.)	40,000	40,000	30,000	10,000
Direct wages (Rs.)	20,000	20,000	15,000	5,000
Area in sq. ft.	5,000	4,000	4,000	2,000
Light points	10	8	8	6
Value of machine	1,00,000	60,000	60,000	30,000
Horse power ratio	5	4	4	2
No. of employee	60	60	50	30

Service rendered by the service department to production departments A, B and C in the ratio of 2:2:1.

Required: Apportion the overhead costs to the various departments according to the most equitable basis. [8]

SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)

Answer any **TWO** questions.

16. Define labour turnover. Explain its causes and remedial measures which minimize labour turnover rate.

[2+7+4]

17. (a) The following data are regarding the production units and costs of a company:

Production units	Total cost in Rs.
6,000	105,000
11,000	1,80,000

Required: By using high low point method:

Variable cost per unit, amount of fixed cost, total cost for production of 9,000 units and production units when the total cost is Rs. 3,15,000. [2+2+2+2]

- (b) From the following receipts and issues of materials, prepare store ledger under FIFO method: [5]

January 1: Opening stock 900 units @ Rs.5 per unit

January 2: Issued 500 units

January 5: purchased 1200 units @ Rs. 6 per unit

January 10: Issued 1000 units

January 20: Return from work order 100 units

January 21: Received from vendor 800 units @ Rs. 8 per unit

January 25: Return to vendor 50 units

January 30: Shortage of 40 units.

18. A product requires the two processes in its manufacture. The details obtained during the month are:

Details	Process A (Rs.)	Process B (Rs.)	Finished product (Rs.)
Opening stock	2,000	5,000	10,000
Direct material	9,000	15,000	-
Direct labour	5,000	12,000	-
Direct expenses	4,000	8,000	-
Manufacturing overhead	4,000	7,000	-
Closing stock on prime cost	4,000	8,000	15,000
Inter process profit on opening Stock	-	1,000	4,000
Profit on cost price (%)	25	25	-
Sales	-	-	1,00,000

Required: Process accounts, finished stock account and the value of actual realized profit. [4+4+3+2]

THE END

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Semester - I

Subject: Marketing Management
Full Marks: 60 Pass Marks: 30

Course Code: MGMT 415/315
Time: 3: 00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: VERY SHORT ANSWER QUESTIONS (10 X 1 = 10 MARKS)

Answer ALL the questions.

1. Write the meaning of the production concept.
2. Mention any four tasks of marketing management.
3. What does a micro-marketing environment mean?
4. Point out any three features of the organizational buyer.
5. Give the meaning of target marketing.
6. List any four types of consumer products.
7. Enlist the major components of labeling.
8. What is market penetration pricing?
9. Draw the multi-channel structure of consumer products.
10. State any four objectives of advertising.

SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)

Answer any THREE questions.

11. Is marketing management a profession? Distinguish between the social marketing concept and holistic marketing concept with examples. [3+5]
12. Define task marketing environment. Briefly explain the components of the task marketing environment. [2+6]
13. What is buyer behavior? What are the factors affecting the consumer buying decision process? Explain in brief. [3+5]
14. Define packaging. What are the essential functions of product packaging? Explain. [2+6]
15. What is logistics in marketing? Briefly explain the major logistic functions of marketing. [2+6]

SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)

Answer any TWO questions.

16. What is the product life cycle? What are the marketing strategies in the introduction, growth, maturity and decline stages of the product life cycle? Explain in detail. [3+10]
17. Define price. What are the external factors affecting price determination? Briefly explain the methods of pricing. [2+5+6]
18. Is promotion a means of marketing communication? What are the main objectives of promotion? Distinguish between publicity and public relation in marketing. [3+5+5]

THE END