

Mid-West University  
**Examinations Management Office**  
Surkhet, Nepal  
Final Examination-2078  
Bachelor of Business Studies (BBS)  
Semester - VII

Subject: Taxation

Course Code: ACC 475

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** questions.

1. What is direct Tax.
2. Mr. Dinesh is an employee of Surya Life Insurance company borrowed loan of Rs. 50,00,000 from the office to build own house in Marga 1<sup>st</sup> of previous year at an interest rate of 4 percent. The prevailing interest rate is 12 percent.  
**Required:** Amount of interest to be included in his employment income
3. Mr. Gagan provided the following information:
  - Total salary Rs. 780,000 (including Dashain Kharcha)
  - He has been provided vehicle facility and accommodation facility by office. Driver's salary Rs. 25,000 PM is paid by the office.**Required:** Amount of vehicle and accommodation facility to be included in his taxable income
4. Mr. Ramesh submitted the following details regarding investment.
  - Royalty from natural resource Rs. 450,000 (Net)
  - Interest from fixed deposit Rs. 55,000
  - Rent from letting computer Rs. 190,000 (Net)
  - Interest from saving account Rs. 150,000**Required:** Gross income from investment
5. Give the concept of canon of equality with a suitable example.
6. Mr. Sunil Thapa is an auditor furnished the following details of his income during the year.
  - Audit fees Rs. 4,25,000 (After TDS)
  - Consultation fees Rs. 250,000.
  - Accounting assistance fees Rs. 90,000.
  - Meeting fees Rs. 27,000 (Net)
  - Lottery won Rs. 1,00,000 (Net)
  - Interest from bank deposit Rs. 195,000 (Net)**Required:** Assessable income from profession
7. What is the full form of PAN.
8. Point out any two rights of assesses.
9. Mr. Naresh submitted the following details regarding investment.
  - Interest on private money transaction Rs. 150,000
  - Interest on fixed deposit Rs. 9,400 (net)
  - Payment received from natural resource Rs. 142,500
  - Gain on sale of securities Rs. 90,000 (after TDS)**Required:** Assessable income from investment
10. Point out any three objective of taxation.

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

Answer any **THREE** questions.

11. A special industry furnished the following information regarding its assets under block-C:

- a. Beginning depreciation base Rs. 25,00,000.
- b. Purchase during the year:
  - Mangsir 20 Rs. 15,00,000
  - Baisakh 30 Rs. 12,00,000
- c. Cost of an assets purchase Rs. 4,00,000 was sold at a price of Rs. 3,50,000.
- d. The company has spent Rs. 1,85,000 as repair on these assets.

**Required:**

- Allowable amount of depreciation assuming that the industry running by an individual and entity.
- Opening WDV for the next year assuming that the industry running by an individual and entity. [5+3]

12. Miss Sabina Thapa appointed as a officer of Nepal Government on 1st Shrawan 2066 at a pay scale of Rs. 25,000-1,000-35,000-1,500-44,000. Besides salary he disclosed the following details regarding his incomes and expenditures.

- Meeting allowance Rs. 35,000
- Dearness allowance equal to two month basic salary.
- Medical expenses reimbursed by the office Rs. 15, 000. (She claimed it for tax credit)
- Office has provided her a household servant whose salary was Rs. 7,000 PM (office has deducted Rs. 4,000 PM from his salary income.)
- Car and accommodation facility are provided by office.
- Uniform allowance equal to one month current salary.
- She had spent Rs. 30,000 for tuition fees of his son.
- Project allowance Rs 15,000.
- Life insurance premium Rs 30,000 on a policy of Rs 400,000 (60% is paid by office and Rs 10,000 as a health insurance premium).
- She donated to PADT Rs. 60,000.
- Her employer contributed an equal amount to the provident fund.
- She works in remote area "Ka".

**Required:**

- a. Net Assessable income from employment
- b. Statement of taxable income
- c. Tax liability [5+2+1=8]

13. What is an exempt amount? Write briefly the tax exempt amount under income tax act 2058. [2+6=8]

14. (a) " Value added tax is more scientific than sales tax." Explain. [3]

(b) Mr. Rhythm bought a computer from a shopkeeper Rs 44,000 (including of VAT) which was purchased by the shopkeeper from importer. Added value in each case was 10% on cost price.

**Required:**

- Cost price of the shopkeeper.
- VAT payable to the government. [3+2]

15. What do you mean by final withholding payment? List out the items of incomes subject to final withholding tax. [3+5]

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

Answer any **TWO** questions.

16. "Income Tax Act 2058 is superior to the previous Income Tax Act 2031." Do you agree with this statement? Briefly explain the different sources of incomes and major features that fall under Income Tax Act 2058. [2+4+7]

17. Following is the details of the transaction of a manufacturing company for the previous year.

Trading and Profit & Loss account

Particular	Rs.	Particular	Rs.
To opening stock	10,00,000	By sales	39,00,000
To Purchase of material	25,00,000	By Closing stock	9,20,000
To Freight	100,000		
To Gross profit	12,20,000		
<b>Total</b>	<b>48,20,000</b>	<b>Total</b>	<b>48,20,000</b>
To Salaries	420,000	By Gross Profit	12,20,000
To Rent of godown	200,000	By Commission	30,000
To Stationeries	20,000	By Dividend from NB Bank	47,500
To Entertainment	5,000	By Miscellaneous	19,500
To Audit fee	10,000	By Rent from computer let-out	60,000
To Discount	20,000	By Bad debts recovered	50,000
To Depreciation on :			
Machine           30000			
vehicle           20000			
Furniture        10000	60,000		
To Bad debts	10,000		
To Repairs of machine	62,000		
To Pollution control system	300,000		
To General reserve	100,000		
To Income tax in advance	40,000		
To Donation	100,000		
To Interest on loan	40,000		
To Net profit c/d	40,000		
<b>Total</b>	<b>14,27,000</b>	<b>Total</b>	<b>14,27,000</b>

**Additional Information:**

- Purchase include Rs 99,000 purchase of furniture for business purpose in Magh.
- Freight Rs 5,000 remained outstanding.
- Value of machinery and vehicle at the opening date were Rs. 800,000 and Rs 500,000 respectively. No furniture was there on the opening date.
- 50% of bad debts was allowed for deduction.
- Donation was paid to football Association of Nepal.
- Closing stock was overvalued by 15%.

**Required:**

- a. Net (Assessable) income from business
- b. Net (Assessable) income from Investment
- c. Statement of taxable income
- d. Tax liabilities

[9+1+2+1=13]

18. Given below is the receipt and payments accounts of Mr. Devendra, an Auditor , for the previous year.

Receipt	Rs.	Payments	Rs.
To Balance b/d	70,000	By Salaries	450,000
To Audit fee	8,50,000	By Office expenses	50,000
To Consultancy fees	150,000	By Office rent	45,000
To Commission from audit work	100,000	By Car expenses	15,000
To Interest on saving A/c	20,000	By Life insurance premium	30,000
To Sale of machine	1,00,000	By Purchase of news paper	10,000
To Gift and present from clients	2,00,000	By Income tax paid in advance	15,000
To lottery income net	10,000	By Donation to Public school	45,000
To Dividend received net	30,000	By Purchase of stationery	20,000
To Sale of journal	30,000	By Travelling expenses	30,000
To Directors fee net	40,000	By Miscellaneous expenses	80,000
To Bank loan	2,00,000	By Domestic expenses	15,000
To professional Receipts	100,000	By Pollution control cost	20,000
		By Interest on bank loan	25,000
		By Electricity & telephone	35,000
		By Balance c/d	10,15,000
	<b>19,00,000</b>		<b>19,00,000</b>

Adjustments:

- Half of car expenses was paid for personal purpose.
- Office salaries include Rs 40,000 paid to domestic servant.
- 40% of donation was given to an organization which was not approving by IRD.
- Half of domestic expenses is spent for general expenses.
- Allowable depreciation of Rs 25,000 not shown in above account.
- 40% of bank loan was used for daughter admission to a college.

Required:

- a. Net (assessable) income from profession [8]
- b. Statement of total taxable income [3]
- c. Total tax liability [2]

**THE END**

Mid-West University  
**Examinations Management Office**  
Surkhet, Nepal  
Final Examination-2078  
Bachelor of Business Studies (BBS)  
Semester - VII

Subject: Accounting for Financial Institutions  
Full Marks: 60 Pass Marks: 30

Course Code: ACC 476  
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 any two major functions of commercial bank.
2. Write the debit and credit rule of asset account.
3. What is broker insurance?
4. Mention the provisions relating to general reserve.
5. Point out the importance of ratio analysis.
6. What is cash break-even point?
7. Write down the main reason of preparing a cash flow statement.
8. List out the different types of trial balance.
9. What is margin deposit?
10. You are given the following data related to a factory for the coming year.  
Budgeted output .....5,000 units                      Fixed cost.....Rs 2,00,000  
Variable cost per unit.....Rs 10                      Selling price per unit.....Rs 15  
**Required** Break-even point in units

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

Answer any **THREE** questions.

11. Explain share capital and capital adjustment of commercial bank.
12. Define the basic terminology related to insurance business.
13. Following transactions are provided to you:

Date	Transactions
Marga 2	Business started with capital Rs. 510,000.
Marga17	Rent paid Rs. 7,000.
Marga 27	Interest paid to Gopal Rs. 6,500.
Marga 28	Commission received Rs. 1,000.
Marga 28	Interest received Rs. 12,000.
Marga 29	Salary paid to Hari by cheque Rs. 16,000.

- Required:**
- a. Journal entries [6]
  - b. Cash account using Balancing Form method [2]

14. Prepare the trial balance from the following ledger balances for the year ended on 31<sup>st</sup> December, 2021.

Capital account	Rs.41,000	Drawing account	Rs.2,000
Opening stock	Rs.17,000	Machinery	Rs.20,000
Office furniture	Rs.1,500	Sundry creditors	Rs.45,000
Cash at bank	Rs.18,200	Cash in hand	Rs.750
Purchases	Rs.30,000	Discount allowed to customers	Rs.1,200

Sales	Rs.55,000	Carriage inwards	Rs.1,300
Insurance	Rs.800	Printing and stationery	Rs.675
Rent and taxes	Rs.1,100	Office salaries	Rs.8,300
Return inwards	Rs.1,000	Return outwards	Rs.925
Bills receivable	Rs.1,700	Bills payable	Rs.1,600

15. Given below is the balance sheet of A. Co. Ltd. For the previous year:

[8]

Liabilities	Amount	Assets	Amount
Share capital	1,50,000	Fixed assets (Net)	80,000
Reserve	60,000	Closing stock	1,80,000
Retained earning	26,000	Debtors	1,00,000
9% debentures	60,000	Accounts receivable	70,000
Current liabilities	1,50,000	Cash and bank balance	16,000
Total	4,46,000	Total	4,46,000

Additional information:

- Sales for the year: cash sale Rs. 30,000; credit sales Rs. 7,20,000.
- Cost of goods sold Rs. 6,00,000.

**Required:** 1) Current ratio

2) Liquid ratio

3) Debtor turnover ratio

4) Fixed assets turnover ratio

5) Total assets turnover ratio

6) Gross profit ratio

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

Answer any **TWO** questions.

16. Write down the concept of insurance. Explain the different types of insurance.

[4+9]

17. Consider the following balance sheet of Alpha Company as on 31st Dec. 2020 and 2021

Capital and Liabilities	2020	2021	Assets	2020	2021
Acc. depreciation	20,000	30,000	Cash in hand	1,000	140,000
Creditors	26,000	36,000	Cash at bank	45,000	26,000
Account payable	25,000	5,000	Bills receivable	45,000	5,000
Debenture	100,000	125,000	Closing stock	50,000	25,000
Share capital	259,000	300,000	Long term investment	50,000	30,000
Share premium	-	50,000	Equipment	40,000	150,000
Profit & loss a/c	29,000	51,000	Building	100,000	120,000
			Land	111,000	91,000
			Preliminary expenses	17,000	10,000
	459,000	597,000		459,000	597,000

Additional information:

Dividend received Rs. 5,000 and Interest received Rs. 4,000 have been included in net profit.

**Required:** Cash flow statement

a. Operating activities

[4]

b. Investing activities

[4]

c. Financing activities

[4]

d. Net change in cash and bank balance

[1]

18. The trial balance of a Company Ltd. as on 31st Chaitra, last year is given below:

Debit	Amount	Credit	Amount
Opening stock	20,000	Share capital (5,000 shares, @	
Purchases	320,000	Rs. 80 Per share)	400,000
Wages	70,000	Sales	425,000
Salary	50,000	Purchase return	10,000
Discount	3,000	Discount and commission	4,000
Sundry debtors	25,000	Sundry creditors	20,000
Machinery	175,000	Short term loan	50,000
Land and building	225,000	Provision for bad debt	1,000
Vehicle	75,000	P/L appropriation account	150,000
Furniture	20,000		
Advance income tax	5,000		
Cash	30,000		
Carriage	7,000		
Sundry expenses	15,000		
Rent and rate	15,000		
Advance salary	5,000		
Total	10,60,000	Total	10,60,000

Additional Information:

- Closing stock Rs. 25,000
- Transfer Rs. 20,000 to general reserve
- Wages outstanding Rs. 5,000
- Provide 10% dividend on paid up capital
- Depreciation on land and building @ 5% and machinery and furniture @ 10%

**Required:**

- Income Statement [6]
- Retained earnings [2]
- Balance Sheet. [5]

**THE END**

Mid-West University  
**Examinations Management Office**  
 Surkhet, Nepal  
 Final Examination-2078  
 Bachelor of Business Studies (BBS)  
 Semester - VII

Subject: Investment Analysis  
 Full Marks: 60 Pass Marks: 30

Course Code: FIN 476  
 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. What do you mean by financial assets?
2. Write any two differences between investment and gambling.
3. What do you mean by NEPSE Float Index?
4. If an individual bought a stock which paid dividends of Rs 5.60 and its price reached to Rs 170 from the initial price of Rs 140 at which it was bought a year ago. Calculate the HPR.
5. From the following information, which investment would you prefer? Stock A or Stock B.

Stock	A	B
Risk ( $\sigma_j$ )	12.15%	20.58%
Return ( $R_j$ )	14.50%	20%

6. What is arbitrage pricing theory?
7. What is the value of a share of stock of PQR Company to an investor who requires a 12% rate of return if PQR's current dividend is Rs 42.26? Assume earnings and dividends are expected to grow at a compound annual rate of 8%.
8. What do you mean by EURO Dollar?
9. A Treasury bill having face value of Rs. 10,000 with 91 days of remaining maturity sells at a bank discount yield of 7%. What is the price of Treasury bill?
10. Write any two differences between equity and bond.

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

Answer any **THREE** questions.

11. Define investment. What are the steps involved in investing? Explain. [2+6]
12. What is security market? Describe the different types of security market. [2+6]
13. Consider the following quotation in an issue of the Wall Street Journal:

Maturity	Day to Mat.	Bid	Ask	Chg.	Ask Yield
08/12/22	170	4.69	4.55	-0.03	4.89

- i) What does 'Day to Mat. 170' means? [1]
- ii) Explain the difference between the bid quotes and ask quotes. Is bid quote always higher than ask quote? [2]
- iii) Calculate the bid price and ask price assuming face value of Rs. 10,000. [2]
- iv) Explain the 'Chg. -0.03'. [2]
- v) Notice that the bill matures in 170 days and has an ask yield of 4.89%. Is this a 170 days yield or annualized yield. [1]
14. Consider the following summary statistics about five investment portfolios:

Portfolios	Average return	Standard deviation	Beta
A	18	15	1.4



B	15	13	1.2
C	13	6	1.1
D	10	8	1
E	7	3	0.5

Assume that the riskless rate of interest is 6%.

- a) Which of the portfolio performed the best according to Sharpe's measures? [3]  
b) Which performed the best according to Treynors' performance measure? [3]  
c) What conclusions do you draw from above calculations in (a) and (b)? [2]

15. Following is the market information for the securities of three companies:

Year	Market Price			Shares outstanding		
	Alpha	Beta	Delta	Alpha	Beta	Delta
2014	5	40	35	1000	3000	2000
2015	2	40	30	3000	3000	2000
2016	2	45	33	3000	3000	2000

There have been 3 for 1 stock split in Alpha stock during 2014.

- a) Determine the price weighted index for each year using Dow Jones Industrial Average. [2]  
b) Determine the value weighted index for each year using standard and poor's index (S&P) with base value of 10. [3]  
c) What is the return for stock in 2015 and 2016 based on the price weighted index and value weighted index? [2]  
d) Briefly discuss the difference in the results for price weighted index and value weighted index. [1]

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

Answer any **TWO** questions.

16. "Company chooses stock dividend instead to pay cash dividend". Discuss.  
17. Assume that you recently graduated with a major in finance, and you just landed a job as a financial planner with Merrill Finch Inc., a large financial services corporation.

Your first assignment is to invest Rs. 100,000 for a client. Because the funds are to be invested in a business at the end of 1 year, you have been instructed to plan for 1-year holding period. Further, your boss has restricted you to the following investment alternatives in the table below, shown with their probabilities and associated outcomes.

Merrill Finch's economic forecasting staff has developed probability estimates for the state of the economy, and its security analysts have developed a sophisticated computer program, which was used to estimate the rate of return on each alternative under each state of the economy. High Tech Inc. is an electronics firm; and Collections Inc. collects past-due debts. Merrill Finch also maintains a "market portfolio" that owns a market-weighted fraction of all publicly traded stocks; you can invest in that portfolio, and thus obtain average stock market results. Given the situation as described, answer the following questions:

State of economy	Probability	T bills (%)	High Tech (%)	Collections (%)	Market Portfolio (%)
Recession	0.1	8	-22%	28	-13
Below average	0.2	8	-2%	14	1
Average	0.4	8	20	0	15
Above average	0.2	8	35	- 10	29
Boom	0.1	8	50	- 20	43
Expected Return $E(R_j)$		8			15%
Standard Deviation ( $\sigma_j$ )		0			15.3%

- a. Which alternative provides higher expected return? [2]
- b. Which alternative is least risky in terms of standard deviation? [4]
- c. Suppose you created a 2-stock portfolio by investing Rs. 50,000 in High Tech and Rs. 50,000 in Collections.
- (i) Calculate the expected return and the standard deviation for this portfolio. [4]
- (ii) How does the riskiness of this 2-stock portfolio compare with the riskiness of the individual stocks if they were held in isolation? [2]
- d. Why do we calculate beta when risk can be measured by standard deviation? Explain. [1]
18. Your broker offers to sell you some shares of Himshikhar Public Limited's common stock that paid a dividend of Rs 20 yesterday. You expect the dividend to grow at the rate of 8% per year for the next 3 years. You plan to buy the stock and hold it for 3 years and then sell it.
- a) Find expected dividend for each of the next 3 years. [3]
- b) Given that the appropriate discount rate is 15% and that the first of these dividend payments will occur 1 year from now. Find the present value of the dividend stream. [3]
- c) You expect the price of the stock 3 years from now to be Rs 388.71; that is, you **expect  $P_3$  to equal Rs 388.71**. Discounted at **15%** rate, what is the present value of **this expected future stock price**? In other words, calculate the **PV of Rs 388 71**. [2]
- d) If you plan to buy the stock, hold it for 3 years, and then sell it for Rs 388.71. What is the most you should pay for it? [2]
- e) Calculate the present value of this stock. Assume that  $g = 8\%$ , and it is constant. [2]
- f) Is the value of this stock dependent upon how long you plan to hold it? In other words, if your planned holding period were 2 years or 5 years rather than 3 years, would this affect the value of the stock today,  $P_0$ ? [1]

**THE END**

Mid-West University  
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Final Examination-2078  
Bachelor of Business Studies (BBS)  
Semester - VII

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Subject: Managerial Personality Development  
Full Marks: 60 Pass Marks: 30

Course Code: MGMT 471  
Time: 3: 00 Hours

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*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** questions.

1. Write any two characteristics of an artistic personality person.
2. What do you mean by change?
3. Who is the mentor?
4. Define about the overcoming resistance to change.
5. Mention two characteristics of leadership.
6. Give the meaning of group discussion techniques.
7. State the physical qualities of good leader.
8. What is the meaning of personality?
9. Mention any two external forces of change.
10. Write shortly about cognitive theory of learning.

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

Answer any **THREE** questions.

11. State and explain about the linking the individual personality and values to the work-place. [8]
12. Critically examine the operant conditioning theory of learning. [8]
13. What is resistance to change? Describe the types of resistance to change. [3+5]
14. Define the mentorship and also mention the benefits of mentorship. [2+6]
15. Write about the functions of leadership. [8]

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

Answer any **TWO** questions.

16. Explain, in brief, the emerging approaches and contemporary issues of leadership. [7+6]
17. "Understanding personality is very complex task." On the basis of this statement, describe the major personality attributes influencing OB. [13]
18. Write the principles of learning and behavior modification. [6+7]

**THE END**

Mid-West University  
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Surkhet, Nepal  
Final Examination-2078  
Bachelor of Business Studies (BBS)  
Semester - VII

Subject: International Business Environment  
Full Marks: 60 Pass Marks: 30

Course Code: MGMT 472  
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. Enlist the four features of transnational stages of international business.
2. Point out any four demerits of globalization.
3. List out any four advantages of international business.
4. Give the concept of factor endowment theory of international business.
5. What is distributive political risk?
6. Illustrate any four major characteristics of mixed economy system.
7. List out any four disadvantages of multinational company for host country.
8. Write on purchasing power parity theory of foreign exchange rate.
9. Present any four major objectives of BIMSTEC.
10. 'Trade Mission' is a tool of business promotion for international marketing. Describe.

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

*Answer any THREE questions.*

11. Give the meaning of international business. Explain the importance of international business and globalization. [2+3+3]
12. Explain the mercantilism theory of trade based on supportive factors and critical review. [4+4]
13. Write short notes (Any two). [4+4]
  - a. Collectivisms political system
  - b. Cultural diversity
  - c. Foreign exchange system in Nepal
14. State the meaning of political risk and its measure to management. Explain the legal issues in international business. [2+2+4]
15. What is balance of trade? Differentiate between balance of trade and balance of payment. [2+6]

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

*Answer any TWO questions.*

16. State the concept of international business and globalization. Describe evolution stages and reasons for companies are engaged in international business. [3+7+3]
17. Explain the objectives of GATT and WTO with its organizational structure. Describe the relationship between them in prospective of economic organizations. [3+5+5]
18. What is pricing? Explore the pricing strategies and decision for international and global market. Also elaborate the alternative product strategies for international marketing opportunities for new product and communication option. [3+5+5]

**THE END**

Mid-West University  
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Final Examination-2078  
Bachelor of Business Studies (BBS)  
Semester - VII

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Subject: Service Marketing

Course Code: MKT 475

Full Marks: 60 Pass Marks: 30

Time: 3: 00 Hours

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*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. What do you mean by service?
2. What is customer behavior?
3. Define service expectation.
4. Give the meaning of market segmentation.
5. What is customer value?
6. Define the service quality gap.
7. What do you mean by relationship marketing?
8. What is pricing?
9. Write about the three features of service.
10. What is positioning?

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

Answer any **THREE** questions.

11. What is service perception? Explain the service outcomes satisfaction. [2+6]
12. Highlight the different stages of market segmentation. [8]
13. Explain the different processes of consumer purchase decision. [8]
14. Describe the different strategies of service positioning in service marketing. [8]
15. Is traditional marketing differing from relationship marketing? Explain. [4+4]

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

Answer any **TWO** questions.

16. Define service marketing. Describe the 8ps of service marketing. [4+9]
17. What is SMC? Illustrate the main reasons for service communication problems. [4+9]
18. Define the term consumer behavior. Describe the factors influencing consumer behavior. [5+8]

**THE END**

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Final Examination-2078  
Bachelor of Business Studies (BBS)  
Semester - VII

Subject: Sales Management

Full Marks: 60 Pass Marks: 30

Course Code: MKT 476

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** questions.

1. What does sales management mean?
2. Mention any three roles of sales manager.
3. List out the sales management process.
4. Enlist any three significance and importance of personal selling.
5. What does buyer behavior mean?
6. State the factors affecting individual buying decision process.
7. Define sales force recruitment and selection.
8. Point out the key types of sales quotas.
9. Write any four objectives of sales promotion.
10. Point out the key techniques of consumer promotion.

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

Answer any **THREE** questions.

11. Is sales management an art or science? Describe the objectives of sales management in brief. [3+5]
12. What do you mean by organizational structure? Explain the various types of sales organization structure. [2+6]
13. Does personal selling differ from salesmanship? Discuss the key objectives of personal selling. [4+4]
14. What do you mean by the training, motivation, compensation and controlling the sales force? Explain with suitable examples. [6+2]
15. How do you define the term sales territories? What are the needs for establishing sales territories? Explain. [3+5]

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

Answer any **TWO** questions.

16. How do you define buyer behavior? What are the steps involves in organizational buying decision? Describe the factors affecting organizational buying decision. [3+5+5]
17. Define the sales quotas. Is it possible to determine effective sales quotas in small organizations? Explain the significance and importance of establishing sales quotas. [3+4+6]
18. What do you mean by sales promotion? What are the recent trends and issues of sales promotion in Nepal? Explain the ways to overcome these issues or challenges. [3+5+5]

**THE END**