

Mid-West University  
**Examinations Management Office**  
Surkhet, Nepal  
Chance Examination-2080  
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 indirect tax?
2. An employee was provided by an employer a service of a house keeper at a monthly salary of Rs 22,000. for this, the employer deducted Rs 6,000 from the employee's salary.  
**Required:** Amount of house keeper facility to be included in his employment income.
3. Mr. Manohar is an employee of government office of Nepal, provided the following information:
  - Total salary Rs. 845,000 (including Dashain Kharcha)
  - He has been provided vehicle facility and accommodation facility by office. Driver's salary Rs. 20,000 p.m. is paid by the office.**Required:** Assessable income from employment.
4. Miss. Asmita an auditor furnished the following details of his income during the year.
  - Audit fee Rs 650,000 (after TDS)
  - Consultation fees Rs 320,000(after TDS)
  - Directors fee Rs 450,000
  - Accounting assistance fees Rs 250,000
  - Meeting allowance Rs17,500 (Net)
  - Lottery win Rs 45,000 (Net)
  - Interest from Nepal Bank Ltd. Rs 85,000 (Net)**Required:** Assessable income from profession.
5. Point out the heads and sources of income under income tax act.
6. Mr. Balram submitted the following details regarding investment.
  - Income from natural resource Rs. 255,000(after TDS)
  - Interest from fixed deposit Rs 47,500(net)
  - Rent by letting computer Rs. 270,000(net).
  - Royalty income Rs 100,000**Required:** Gross income from investment.
7. Define Permanent account number.
8. From the information given below, compute cost of trading stock.
  - Opening stock                      Rs 220,000
  - Purchase of material              Rs 14,00,000
  - Direct labour                        Rs 3,00,000
  - Manufacturing expenses        Rs 2,00,000
  - Closing stock                        Rs 2,30,000
  - Opening stock and closing stock are overvalued by 10% and 15% respectively.
9. What is self-assessment?
10. Point out any three advantages of Value Added Tax.

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

Answer any **THREE** questions.

11. Miss Tanisha was appointed as an officer of Nepal Government on 1<sup>st</sup> Shrawan 2066 at a pay scale of Rs. 40,000-1,000-50,000-1,500-59,000. Besides the salary she disclosed the following details regarding her incomes and expenditures.

- Dearness allowance Rs. 18,000 p.m.
- Meeting allowance Rs. 35,000
- Entertainment allowance Rs 7,000 p.m.
- Telephone bill Rs 1,500 p.m. reimbursed by employer which 60% was use for personal purpose.
- 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. 15,000 p.m. (office has deducted Rs. 6,000 p.m. from her salary income).
- Car and accommodation facility are provided by office.
- Uniform allowance Rs. 8,000.
- She had spent Rs. 20,000 for tuition fees of her daughter.
- She donated to Public Hospital Rs. 32,000.
- Her employer contributed an equal amount to the provident fund.
- She works in remote area "Kha".
- Royalty income from natural resources Rs 40,000.
- Life insurance premium paid by office by 35,000.

- Required:**
- i) Net Assessable Income from Employment [5]
  - ii) Statement of Taxable Income [2]
  - iii) Tax payable amount of Miss Tanisha [1]

12. "Tax is a compulsory contribution by a person to the government" Discuss the statement in your own words. Explain the canon of taxation with a suitable example. [3+5]

13. An special industry under company Act of Nepal provides the following details of its assets under different blocks as :

Block	WDV as on 1 <sup>st</sup> Shrawan	Addition of assets	Purchase at	Date of purchase	Sold at
A	60,00,000	Nil	-	-	-
B	55,00,000	Computers	3500,000	IstMarga	10,00,000
C	75,00,000	A Vehicle	30,00,000	Ist Chaitra	15,00,000
D	40,00,000	A machine	27,00,000	IstBaisakh	12,00,000

The company incurred Rs 16,00,000 as a cost of patent right for a period of 6 years and 7 month .

Required:

Allowable depreciation and opening depreciation basis of the assets under different blocks. [8]

14. (a) A consumer purchased a CD player from retailer. The CD player passes through three middlemen that is importer, dealer and retailer. All the middlemen had collected VAT from their customers Rs 1,000, Rs. 1,500 and Rs 1,800 respectively. However the importer had paid VAT Rs 800 while importing it.

**Required :**

- i. Cost price of the consumer [3]
- ii. VAT collected by the government in each stage. [2]

(b) Value added tax is more transparent than sales Tax. Explain in brief. [3]

15. Following are the income details of Mr. Nirmal for the relevant income year as:

- Natural resource payment received Rs. 850,000 (net after TDS)
- Interest on fixed deposit Rs 65,000(net)
- Income from Royalty Rs 250,000
- Interest from private party Rs 170,000(net)
- Total income from joint investment Rs 10,00,000 where Mr Bimal has 40% share.

- Prize received in respect of investment Rs 30,000
- Amount received for accepting restriction on investment Rs 50,000.
- Income from lottery Rs 30,000(net)
- Sale of share listed company Rs 300,000.
- Gain from unapproved retirement fund Rs 100,000.
- Amount received from computer letting let out Rs 90,000 (net)

Following expenses were claimed for deduction:

- Expenses for natural resource Rs 50,000
- Donation to Public school Rs 30,000
- Total expenses incurred for joint investment Rs 200,000.
- Purchase of share was Rs 250,000.
- Purchase of lottery ticket Rs 1,500.
- Medical expenses incurred Rs 10,000.

Required:

- Net (assessable) income from investment [5]
- Statement of total taxable income [2]
- Total tax liability [1]

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

Answer any **TWO** questions.

16. The following Receipt and payments accounts of an Auditor is given below:

Receipts	Rs	Payments	Rs
To Balance b/d	80,000	By office salaries	270,000
To Audit fee	650,000	By office expenses	70,000
To consultancy fees	280,000	By office rent	65,000
To commission relating to audit work	40,000	By car expenses	52,000
To interest on fixed deposit from NBL Net	60,000	By life insurance premium	34,000
To Accounting assistant fee	150,000	By purchase of news paper	3,000
To gift and present from clients	25,000	By income tax paid in advance	8,000
To interest on govt. bond net	23,000	By donation to tax exempt organization	28,000
To dividend received net	18,000	By purchase of stationery	16,000
To sale of old journal	16,000	By travelling expenses	20,000
To directors' fee (Net)	17,000	By miscellaneous expenses	25,000
To salary from part time lecturer(net)	27,000	By domestic expenses	15,000
To Income from agriculture	35,000	By renewal of license	5,000
		By balance c/d	810,000
<b>Total</b>	<b>14,21,000</b>		<b>14,21,000</b>

Adjustments:

- Half of car expenses was paid for personal use.
- Office salaries include Rs 20,000 paid to domestic cook.
- 20% of donation was given to an organization which was not approve by IRD.
- Half of miscellaneous expenses is spent for general expenses.
- Allowable depreciation of Rs 10,000 and allowable repairs Rs 7,000 were not shown in above account.
- Domestic expenses include Rs. 5,000 incurred for office electricity bill.

Required:

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

17. Given below is the trading and profit & loss account of Mr. Chitra for the previous year.  
Given below is the trading and profit & loss account of ABC Company Ltd. for the previous year;

**Trading and Profit & Loss Account**

Particular	Rs.	Particular	Rs.
To opening stock	230,000	By sales	25,40,000
To Purchase	8,50,000	By Closing stock	3,20,000
To Manufacturing expenses	70,000		
To Custom duty	30,000		
To Gross profit	1680,000		
<b>Total</b>	<b>28,60,000</b>	<b>Total</b>	<b>28,60,000</b>
To Salaries	3,50,000	By Gross Profit	1680,000
To Office expenses	70,000	By Discount	30,000
To Advertisement	95000	By Bad debts recovered	100,000
To Fire insurance Premium	65,000	By sundry income	80,000
To Legal expenses	40,000	By Refund of custom duty	10,000
To Telephone expenses	55,000	By Interest on investment	60,000
To Provision for tax	70,000	By Royalty received	300,000
To Bonus to staff	60,000		
To Depreciation of Car	45,000		
To Repairs of car	35,000		
To Pollution control cost	150,000		
To Reserve fund	10,000		
To R& D Cost	100,000		
To Donation	75,000		
To interest	25,000		
To Bad debts	15,000		
To Net profit	10,45,000		
<b>Total</b>	<b>22,60,000</b>	<b>Total</b>	<b>22,60,000</b>

**Additional Information:**

- Purchase includes Rs. 3,00,000 the cost of car purchased on Magh of previous year. The opening depreciation base amount of car was Rs. 2,50,000.
- 25% percent of donation was not approved by IRD.
- Legal expenses include Rs. 15,000 paid to a lawyer for conducting income tax appeal.
- Seventy percent of bad debts recovered were allowed previously.
- Electricity expenses Rs. 10,000 is including in telephone expenses.
- Opening stock was undervalued by 15% and closing stock was overvalued by 20%.
- Salary includes Rs 10,000 paid to a domestic servant.

**Required:**

- a. Net (Assessable) income from business [8]
- b. Net (Assessable) income from Investment [1]
- c. Statement of taxable income [2]
- d. Tax liabilities [2]

18. “Income Tax Act 2058 is far more superior to the previous income tax act 2031” Justify this statement and explain the major features of the Income Tax Act 2058. [4+9]

**THE END**

Mid-West University  
**Examinations Management Office**  
 Surkhet, Nepal  
 Chance Examination-2080  
 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. Give any four functions of commercial bank.
2. What are the provisions relating to general reserve?
3. What are the differences between journal and ledger?
4. List out four importance points of trial balance.
5. Define the social insurance.
6. Write down the formula of BEP in unit.
7. Illustrate the two objectives of cash flow statement.
8. State any two functions of 'Nepal Insurance Board'.
9. Mention the re-insurance business.
10. The profit and loss account balances for 2078 and 2079 were Rs. 30,000 and 50,000 respectively. The net income for 2079 was Rs. 30,000.  
 Required: Dividend paid for the year.

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

*Answer any THREE questions.*

11. Explain the types of insurance on the basis of Private insurance and Property and liability insurance. [8]
12. Outline the importance of financial statement analysis. [8]
13. Following transactions are given to you:
  - i. Opened a bank account in Nepal Bank Limited with Rs. 160,000.
  - ii. Purchased goods Rs. 20,000 on credit at 10% trade discount.
  - iii. Bought stationary and paid in cash Rs. 5,000.
  - iv. Received interest on investment by cheque Rs. 10,500.
  - v. Paid advance for advertisement expenses Rs. 4,000.
  - vi. Prepaid insurance premium Rs. 6,500.

**Required:**

  - a. Journal entries. [6]
  - b. Bank Account using balancing form [2]
14. The following information has been given to you

Particulars	Product X	Product Y	Total
Sales Unit	20,000	80,000	100,000
Sales in Rs	200,000	440,000	640,000
Variable cost in Rs	80,000	240,000	320,000
<b>Contribution margin</b>	<b>120,000</b>	<b>200,000</b>	<b>320,000</b>
Less: Department fixed cost	60,000	100,000	160,000
<b>Margin of fixed cost</b>	<b>60,000</b>	<b>100,000</b>	<b>160,000</b>
Less: Joint fixed cost			32,000
Income before tax			<b>128,000</b>

**Required:** BEP Sales in unit and BEP Sales in Rs

[4+4]

15. Given below is the balance sheet of Ram and Laxman Co. Ltd. For the previous year:

Capital and Liabilities	Amount	Assets	Amount
Share capital	1,50,000	Fixed assets (Net)	80,000
Reserve	60,000	Stock in trade	1,80,000
Retained earning	26,000	Debtors	1,00,000
10% debentures	60,000	Accounts receivable	70,000
Current liabilities	1,54,000	Cash in hand	20,000
Total	4,50,000	Total	4,50,000

**Additional information:**

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

**Required**

- a. Current ratio [2]
- b. Quick ratio [2]
- c. Debtors turnover ratio [2]
- d. Fixed assets turnover ratio [2]

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

Answer any **TWO** questions.

16. Mention the nature of banking. Explain the major types of Banks. [3+10]

17. The trial Balance of Laxmi Co. Ltd. as on 31st, Chaitra is given below:

Particulars	Debit Rs.	Credit Rs.
Equity Share Capital	-	220,000
Share Premium	-	22,000
Revenue	-	400,000
Purchases	300,000	-
Wages	20,000	-
Cash at Bank	10,000	-
Salaries	20,000	-
Fixed Assets	200,000	-
10% Investment	100,000	-
Creditors	-	28,000
Debtors	90,000	-
Insurance	10,000	-
Interest and Dividend Received	-	30,000
Retained Earnings (1-1-2079)	-	50,000
Total	750,000	750,000

**Additional Information**

- i. Depreciate fixed assets by 10%
- ii. Wages outstanding Rs. 5,000.
- iii. Prepaid insurance Rs. 2,000
- iv. Provision for tax 4,000
- v. Provided 10% dividend on paid up capital

**Required:**

- a. Income Statement [5]
- b. Statement of Retained Earnings [2]
- c. Balance Sheet [6]

18. Consider the following balance sheet of Mama and Bhanja Company:

<b>Particulars</b>	<b>2078</b>	<b>2079</b>
Bank	3,500	20,500
Bills Receivable	15,000	11,000
Inventories	26,500	30,000
Gross Fixed Assets	37,500	62,500
Accumulated Depreciation	(12,500)	(17,500)
<b>Total Assets</b>	<b>70,000</b>	<b>106,500</b>
Accounts Payable	16,500	11,000
Notes Payable	1,500	7,500
Long-term Debt	4,000	12,000
Common Stock	14,500	28,500
Retained Earnings (Net income for 2079 Rs 33000)	33,500	47,500
<b>Total liabilities and equity</b>	<b>70,000</b>	<b>106,500</b>

**Required:** Cash flow statement of 2079 showing cash flow from

- a. Operating activities
- b. Investing activities
- c. Financing activities
- d. Ending cash and cash equivalents

[4]  
[4]  
[4]  
[1]

**THE END**

Mid-West University  
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Surkhet, Nepal  
Chance Examination-2080  
Bachelor of Business Studies (BBS)  
Semester - VII

Subject: Financial Institutions and Markets  
Full Marks: 60 Pass Marks: 30

Course Code: FIN 475  
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 is asset securitization?
2. Mention the main features of financial markets.
3. List out any four important objectives of the World Bank.
4. Mention any four important functions of commercial banks.
5. What is equity funds?
6. The close end fund has a portfolio of worth Rs 240 million. It has the liabilities of Rs 20 million and 5 million shares outstanding. What is the NAV of the fund?
7. What is primary market?
8. Define initial public offering (IPO).
9. Write the meaning of treasury bill.
10. Mention the participants of capital market.

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

Answer any **THREE** questions.

11. What is financial market? Explain its functions. [3+5]
12. Write the meaning of Asian Development Bank and explain its functions. [3+5]
13. Define capital market. Explain the functions of capital market. [3+5]
14. What do you mean by mutual fund? What are its advantages? Explain briefly. [3+5]
15. Calculate the discount yield and bond equivalent yield of a 91-days Treasury bill with a face value of Rs 1000 currently selling at Rs 965. [4+4]

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

Answer any **TWO** questions.

16. Define money market. Explain the instruments traded in money market. [5+8]
17. What do you mean by insurance companies? Explain the various functions of insurance companies. [5+8]
18. a) Mr. Gole invests Rs 1558,000 in an open-end mutual fund. The NAV is Rs 490 and the offering price of the share is Rs 510. At the end of one year the investor receives Rs 10 dividend per share and sells the share at a NAV of Rs 530.

- i. Calculate the HPR. [3]                      ii Calculate the HPR assuming that there is no load fee. [3]

b) Consider the following data of an open-end mutual fund

Year	NAV on January 1	Distribution of at the end of the year	
		Dividends	Capital gains
2010	Rs 30	Rs 4	Rs 2
2011	36	3	5
2012	42	-	-

- i. Calculate the HPR for 2011 [3.5]                      ii. Calculate the HPR for 2012 [3.5]

**THE END**



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

Subject: Investment Analysis

Course Code: FIN 476

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. What do you mean by financial intermediaries?
2. Write the meaning of continuous market.
3. What do you mean by NEPSE sensitive index?
4. You purchased 1000 shares of Kandel Corporation for Rs. 500 per share on January 1, 2022. You received a dividend of Rs 16 per share on September 30, 2022. On December 31, 2022, you sold all of your shares for Rs.555 per share. What is your holding period return?
5. What is portfolio?
6. A stock has an expected return of 13 percent, the risk free rate is 5 percent and the market risk premium is 7 percent. What must be beta of this stock be?
7. What do you mean by EURO Dollar?
8. Just today, Karnali Agro Company's stock paid Rs. 10 annual dividends per share and had a closing price of Rs. 220. Dividend is expected to grow at 10 percent per year forever. What is the expected dividend yield?
9. A 180-days maturity treasury bill is selling for Rs 99500. Its face value is Rs 100000. What is its bank discount yield?
10. What are the main features of preferred stock?

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

Answer any **THREE** questions.

11. What are the essential steps that constitute the investment process? Explain. [8]
12. In the context of financial markets, what precisely constitutes a security market, and how do primary and secondary markets differ? Discuss. [8]
13. Consider the following quotation in an issue of the Wall Street Journal.

Maturity	Day to Mat.	Bid	Ask	Chg.	Ask Yield
9/9/25	170	5.59	5.55	-0.05	5.89

- a. What does 'Day to mat' 170' mean? [1]
- b. Explain the difference between the bid quotes and ask quotes. Is bid quote always higher than ask quote? [2]
- c. What is dealers spread? [2]
- d. Explain the 'Chg. -0.05' means. [1]
- e. Notice that the bill matures in 170 days and has an ask yield of 5.89%. Is this a 170 days' yield or annualized yield? [2]
14. The risk free rate of return is 8 percent; the required rate of return on the market is 15 percent; and DP Company stock has a beta coefficient of 1.4.
  - a. Based on the Capital Assets Pricing Model, what should be the required rate of return for DP Company's stock? [1]
  - b. If the dividend expected during the coming year,  $D_1$  is Rs. 6 and if  $g =$  a constant 5 percent, at what price should DP's stock sell? [2]
  - c. If the dividend of stock is paid Rs. 6 per share forever, at what price should DP's stock sell? [2]

d. If the dividend expected during the coming year,  $D_1$  is Rs. 6 and dividend is expected to grow at 20 percent for next two years, at 8 percent in the fourth year and then remains constant at 6 percent forever, at what price should DP's stock sell? [3]

15. Given the summary statistics for five investment portfolios, please answer the following questions:

Portfolios	Average Return	Standard Deviation	Beta
P	12	15	1.2
Q	15	12	0.9
R	15	8	1
S	10	10	0.6
T	7	5	0.5

Assume that the riskless rate of interest is 7%.

- According to the Sharpe measure, which portfolio exhibited the best performance? Why? [3]
- Based on Treynor's performance measure, which portfolio performed the best, and what is the rationale behind this assessment? [3]
- Summarize the implications or insights drawn from the findings in parts (a) and (b). [2]

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

Answer any **TWO** questions.

16. What is the comprehensive definition of investments? Could you elaborate the various investment alternatives that individuals can explore to potentially grow their wealth or achieve their financial goals in today's dynamic economic landscape? [3+10]

17. Stock A and Stock B have the following historical returns:

Return		Year
Stock A	Stock B	
8	16	2010
10	14	2011
12	12	2012
14	10	2013
16	8	2014

- Calculate the average rate of return for each during the period 2010 through 2014. [2]
- Assume that someone held a portfolio consisting of 50 percent of Stock A and 50 percent of Stock B. What would have been the realized rate of return on the portfolio? [2]
- Calculate the standard deviation of returns for each stock and for the portfolio. [4]
- Calculate the coefficient of variation for each stock and for the portfolio. [3]
- If you are a risk averse investor, would you prefer to hold Stock A, Stock B, or the portfolio? Why? [2]

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

Year	Market Price			Shares Outstanding		
	ABC	PQR	XYZ	ABC	PQR	XYZ
2014	50	40	35	1000	3000	2000
2015	20	40	30	3000	3000	2000
2016	20	45	33	3000	3000	2000

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

- Determine the price weighted index for each year using Dow Jones Industrial Average. [4]
- Determine the value weighted index for each year using standard and poor's index (S&P) with base value of 10. [4]
- What is the return for stock in 2015 and 2016 based on the price weighted index and value weighted index? [4]
- Briefly discuss the difference in the results for price weighted index and value weighted index. [1]

**THE END**

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Bachelor of Business Studies (BBS)  
Semester - VII

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

Course Code: MGMT 471  
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. Define leadership.
2. Mention the nature of personality.
3. Who is a mentor?
4. Define group discussion.
5. Define personality?
6. Who was the founder of 'Social Learning Theory'?
7. What is behavior modification?
8. State any four characteristics of leadership.
9. Which type of leadership style is Laissez- fair leadership?
10. Define organizational change.

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

Answer any **THREE** questions.

11. Explain the major personality attributes that influences the organization behavior. [2+6]
12. What is mentorship? Explain the benefits of mentorship. [2+6]
13. What is Group Discussion? Explain the techniques for Group Discussion. [2+6]
14. If you are the manager of a company, which leadership style (Autocratic or democratic or Laissez- fair) would you like to apply and why? Explain in your own words. [8]
15. Briefly explain the individual sources of resistance to change. As a manager of an organization, how would you solve the problem of resistance to change? [4+4]

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

Answer any **TWO** questions.

16. Explain the qualities that are required for an effective leadership. Briefly explain the emerging approaches to leadership. [5+8]
17. What are the determinants to Personality? Explain the 'Big Five Personality Traits'. [5+8]
18. What is learning? Explain the components of learning. What are the factors influencing learning? Explain. [3+5+5]

**THE END**

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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. Mention any four factors leading to growth in international business.
2. Briefly describe the multinational stage in evolution of international business.
3. Outline the four factors included on Porter Diamond theory of international business.
4. "Factor endowment theory of trade is based on natural gift." Discuss
5. Define Purchasing Power Parity (PPP) as an element of economic environment.
6. What is distributive political risk? Briefly explain.
7. Illustrate the organs of EU.
8. Outline any four functions of ASEAN.
9. Point out any four objectives of promotion strategy.
10. Physical distribution is a so important factor for distribution strategies formulation. Comment.

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

Answer any **THREE** questions.

11. Define international business. Describe the modes of international business operation. [2+6]
12. What is product life cycle theory of international business. Describe its features and limitations. [2+3+3]
13. Clarify the meaning of cultural diversity. Explain the measures to management of cultural diversity for international business success. [2+6]
14. Outline the objectives, functions and organs of BIMSTEC. [2+3+3]
15. Explain the considering factors of product strategy development for international business. [8]

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

Answer any **TWO** questions.

16. Describe the concept of globalization in international business. Explain the driving forces and development stage of international business. [2+5+6]
17. Clarify the concept of individualism and collectivism political ideology. Compare and contrast between them in relation with their meaning, principle, advantages and weaknesses. [5+8]
18. Explain the objectives, functions and organizational structure of the World Trade Organization (WTO) in relation to international and globalization business. [5+4+4]

**THE END**

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

Subject: Service Marketing

Course Code: MKT 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 the questions.*

1. Define service in service marketing.
2. List out any four characteristics of service.
3. What is consumer behavior?
4. Define quality gap.
5. What is service?
6. Give the meaning of segmentation.
7. What is SMC?
8. What do you know about pricing?
9. What is customer value?
10. Give the meaning of relationship marketing.

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

*Answer any THREE questions.*

11. Explain the importance of service marketing. [8]
12. What is service expectation? Describe the types of service expectations. [2+6]
13. What are the basic criteria for market segmentation? Explain with an example. [8]
14. What is value? Explain the different strategies of pricing. [2+6]
15. Distinguish between traditional Vs relationship marketing. [4+4]

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

*Answer any TWO questions.*

16. What is service marketing? Explain the major Ps of it. [4+9]
17. Who is consumer in service marketing? Explain the consumer purchase decision process. [4+9]
18. What is service marketing communication? Describe the main reasons for service communication problems. [4+9]

**THE END**

Mid-West University  
**Examinations Management Office**  
Surkhet, Nepal  
Chance Examination-2080  
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. Mention any three roles of sales management.
2. Point out the main types of sales organizational structure.
3. State any four limitations of salesmanship.
4. Define the term customer satisfaction.
5. What does personal selling mean?
6. Mention any three features of a business buyer.
7. State the factors affecting consumer buying decision process.
8. Give the meaning of sales quota.
9. Point out the objectives of promotion.
10. Write any three tools or techniques of trade promotion.

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

Answer any **THREE** questions.

11. What do you mean by sales management? Briefly discuss the features of sales management. [2+6]
12. Distinguish between the sales organization and the sales department. Briefly explain the relationship between the sales department and human resource department. [2+6]
13. What is salesmanship? What is the significance and importance of salesmanship? Explain in brief. [2+6]
14. Define buying behavior. What are the steps involved in the business buying decision process? Explain. [2+6]
15. What is sales force management? Why should business organization manage its sales force? Illustrate with a suitable example. [2+6]

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

Answer any **TWO** questions.

16. Is sales management an art? What are the objectives and importance of sales management? Briefly explain the skills required for a good sales manager. [2+7+4]
17. Define sales organization. What are the objectives of sales organization? Point out the factors affecting sales organization. [2+7+4]
18. What is a sales territory? What are the main objectives of establishing sales territory and sales quota? Explain with examples. [2+8+3]

**THE END**