

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
FINAL EXAMINATION 2019
BACHELOR IN BUSINESS ADMINISTRATION (BBA)
SEMESTER –IV

R.No.....

Subject: Organizational Behavior

Course Code: MGT 341

Full Marks: 100

Time: 3 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)

Tick the best answers.

- Q1. An individual high inis pragmatic, maintains emotional distance, and believes” ends can justify means”.
- a. machiavellianism
b. narcissism
c. self -monitoring
d. core self - evaluation
- Q2.refers to preferable modes of behavior.
- a. Terminal values
b. Instrumental values
c. Generational values
d. None
- Q3. Learning brings relatively.....change in human behavior or performance resulting from experience or practice.
- a. temporary
b. permanent
c. no
d. both temporary & permanent
- Q4. is judging someone on the basis of characteristics of the group to which he/she belongs.
- a. Halo effect
b. Contrast effect
c. Stereotyping
d. Selective perception
- Q5. Decision- making process is mostly guided by the..... of decision maker.
- a. personality
b. attitude
c. values
d. perception
- Q6. Managers believe employees can view work as being as natural as rest or play, and therefore the average person can learn to accept, and even seek responsibility. This is the assumption of:
- a. Theory X
b. Theory Y
c. Herzberg Theory
d. Expectancy Theory
- Q7. Conflict is a.....
- a. attitude
b. beliefs
c. perception
d. none
- Q8. Problem solving, super-ordinate goals, avoidance, smoothing are examples of
- a. conflict stimulating techniques.
b. conflict resolution technique
c. both ‘a’ and ‘b’
d. none
- Q9.is a formal dispute between an employee and management on the conditions of employment
- a. Conflict
b. Stress
c. Grievance
d. None
- Q10. Which is the correct sequence in the group development stages?
- a. Forming- Norming- Performing- Adjourning- storming
b. Storming- Norming- Forming- performing- Adjourning
c. Forming- Storming- Norming- Performing- Adjourning
d. Norming- Performing- Adjourning- Forming- Storming

- Q11. Contingency variables identified by Fiedler are.....
- a. leader- member relation
 - b. task structure
 - c. positional power
 - d. all of the above
- Q12. The tendency of an individual to expend less effort in group than individually is referred to as...
- a. group norms
 - b. group cohesiveness
 - c. conformity
 - d. social Loafing
- Q13. According to Hersey & Blanchard, when followers are unable but willing to do the necessary job tasks, then which leading style would be appropriate?
- a. Telling
 - b. Selling
 - c. Delegating
 - d. Participating
- Q14. Factors that determine Stress level of an individual include
- a. perception
 - b. experience
 - c. self- efficacy
 - d. all
- Q15. Sources of organizational resistance to change include;
- a. threats to expertise
 - b. structural Inertia
 - c. fear of unknown
 - d. both a & b



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SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any EIGHT questions:

- Q1. What is Organizational Behavior (OB)? Why managers need to have an understanding of OB? Discuss. [2+3]
Q2. What is the link between perception and decision making? How does one affect the other? [2.5+2.5]
Q3. How do Big Five traits predict behavior at work? Discuss. [5]
Q4. Define learning? Discuss about Operant Conditioning Theory with appropriate examples. [2+3]
Q5. Discuss how a manager can motivate employees in an organization by using Herzberg's Two Factor Theory. [5]
Q6. Define stress. Is it always negative in value? Present your viewpoint in brief. [2+3]
Q7. Define organizational change. Describe the forces of change. [2+3]
Q8. Are leaders born or made? Present your viewpoint. [5]
Q9. What are Grievances? Mention some benefits of grievance handling. [2+3]
Q10. Write short notes on: [2.5+2.5]
a. Behavior modification b. Social loafing

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any THREE questions:

- Q11. What are the challenges and opportunities for managers in using OB concepts? Discuss. [5+5]
Q12. How does the leader influence the behavior of followers towards goal achievement? Explain with reference to the Path-Goal Theory of leadership. [6+4]
Q13. Define Group. Explain the stages of Group development. [3+7]
Q14. What is conflict Management? Discuss the various techniques of conflict management in an organization. [3+7]
Q15. What is organization Development? Discuss the various techniques of organization development? [3+7]

SECTION D: CASE STUDY (15 MARKS)

Q16. Read the following case and answer the questions:

It wasn't long ago that products from Apple, perhaps the most recognizable name in electronics manufacturing around the world, were made entirely in America. This is not so anymore. Now, almost all of the approximately 70 million iPhones, 30 million iPads, and 59 million other Apple products sold yearly are manufactured overseas. This change represents more than 20,000 jobs directly lost by U.S. workers, not to mention more than 700,000 other jobs and business given to foreign companies in Asia, Europe, and elsewhere. The loss is not temporary. As the late Steven P. Jobs, Apple's iconic co-founder told President Obama, "Those jobs aren't coming back."

At first glance, the transfer of jobs from one workforce to another would seem to hinge on a difference in wages, but Apple shows this is an oversimplification. In fact, paying U.S. wages would add only \$65 to each iPhone's expense, while Apple's profits average hundreds of dollars per phone. Rather, and of more concern, Apple's leaders believe the intrinsic characteristics of the labour force available to them in China- which they identify as flexibility, diligence, and industrial skills- are superior to those of the U.S. labour

force. Apple executives tell stories of shorter lead times and faster manufacturing processes in China that are becoming the stuff of company legend. “The speed and flexibility is breath taking,” one executive said. “There’s no American plant that can match that.” Another said, “We shouldn’t be criticized for using Chinese workers. The U.S. has stopped producing people with the skills we need.”

Because Apple is one of the most imitated companies in the world, this perception of an overseas advantage might suggest that the U.S. workforce needs to be better led, better trained, more effectively managed, and more motivated to be proactive and flexible. If U.S. (and western European) workers are less motivated and less adaptable, it’s hard to imagine that does not spell trouble for the future of the American workforce. Perhaps, though, Apple’s switch from “100% Made in the U.S.A.” to “10% made in the U.S.A.” represents the natural growth pattern of a company going global. At this point, the iPhone is largely designed in the United States (where Apple has 43,000 employees); parts are made in South Korea, Taiwan, Singapore, Malaysia, Japan, Europe, and elsewhere; and products are assembled in China. The future of at least 247 suppliers worldwide depends on Apple’s approximately \$30.1 billion in orders per quarter.

As maker of some of the most cutting-edge, revered products in the electronics marketplace, perhaps Apple serves not as a failure of one country to hold onto a company completely, but as one of the best examples of global ingenuity.

Questions:

- a. What are the pros and cons for local and overseas labour forces of Apple’s going global? What are the potential political implications for country relationships? (3+2)
- b. Do you think Apple is justified in drawing the observations and conclusions expressed in the case? Why or why not? Do you think it is good or harmful to the company that its executives have voiced these opinions? (3+2)
- c. How could managers use increased worker flexibility and diligence to increase the competitiveness of their manufacturing sites? What would you recommend? Why most of the global companies select China for carrying out manufacturing portion of their business? Present your viewpoint. (2+1.5+1.5)



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FINAL EXAMINATION 2019
BACHELOR IN BUSINESS ADMINISTRATION (BBA)
SEMESTER –IV

R.No.....

Subject: Business Statistics-II

Course Code: MGT 342

Full Marks: 100

Time: 3 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)

Tick the best answers.

- Q1. The coefficient of correlation always lies between:
a) 0 and 1 b) -1 and 1 c) always +1 d) none of above
- Q2. What is the value of coefficient of multiple determination; if
SSE=388.24 SST= 476.900 n= 10
a) 80.56% b) 81.6% c) 90% d) 12.32%
- Q3. The given matrix should be squared; it is the assumption of:
a) Transportation model c) Both (a) and (b)
b) Assignment model d) Network model
- Q4. The geometric mean of the Laspyer and Paasche's index number is:
a) Paasche index number c) Fisher's price index
b) Dorbishbowly's index d) Kelly's index number
- Q5. The component of linear programming model are:
a) Constraints b) parameter c) Decision variable d) all of the above
- Q6. The formula for the mean square error is:
a) error sum of square/d.f. c) both (a) and (b)
b) absolute percentage error/d.f. d) mean/n
- Q7. If the regression line of Y on X, the variable X is called as:
a) Slope b) coefficient c) repressor d) intercept
- Q8. For solving the transportation model problem, it is necessary:
a) Demand > Supply c) Supply = Demand
b) None of the above d) Demand × Supply = 1
- Q9. If β_{yx} and β_{xy} are two regression coefficient they have:
a) Same sign b) opposite sign c) either same or opposite d) slope
- Q10. In equation $Y = a + \beta_1 x_1 + \beta_2 x_2 + e$ the slope of Y with variable X2 holding X1 constant is:
a) β_1 b) β_2 c) e d) Y intercept
- Q11. Most preferred type of average for index number is:
a) Arithmetic mean b) geometric mean c) harmonic mean d) all of the above
- Q12. Index number are also known as:
a) Economic barometer c) Both (a) and (b)
b) Sign and guide post d) Neither (a) nor (b)
- Q13. The corner points in the graphs are called as:
a) Coordinate point b) Extreme point c) Origin point d) None of the above
- Q14. In the unbalanced type of transportation problems i.e:
a) Supply > Demand b) Supply = demand c) supply ≠ demand d) supply + demand = 1
- Q15. The formula for the factor reversal test is:
a) $(P_{01} \times Q_{01}) / V_{01} = 1$ b) $P_{01} \times Q_{01} = V_{01}$ c) both (a) and (b) d) (b) only

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Course Code: MGT 342

Full Marks: 100

Time: 3 Hours

You are required to answer in your own words as far as applicable. The figures in the margin indicate full marks.

SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any **EIGHT** questions:

Q1. Define correlation coefficient. Obtain a regression line Y on X from the following data.

X	1	2	3	4	5
Y	3	7	5	11	14

Q2. For 10 observations given that $\sum x = 34$, $\sum x^2 = 122.62$, $\sum y = 1371$, $\sum y^2 = 4954$ compute correlation coefficient and test that the relationship is significant or not. ($t_{0.05,8} = 2.306$)

Q3. Write a multiple linear model with two variables of regression equation in multiple regression equation $Y = 60 - 3X_1 + 2X_2$. Interpret meaning of slope, y-intercept and coefficient of multiple determination if $R^2 = 0.90$.

Q4. Define cost of living index. Find cost of living index from the following.

Items	Price		Weights
	Base year	Current year	
Food	30	47	4
Fuel	18	12	1
Clothing	14	18	3
House Rent	22	15	2
Miscellaneous	25	30	1

Q5. Consider the following time series data.

Week	1	2	3	4	5	6
Sales	8	13	15	17	16	9

Develop a 3-week moving average forecast for this time series. What is the forecast for week 7?

Q6. Describe the different problems in constructing index number.

Q7. Discuss about the components of time series.

Q8. Solve the following linear programming problem graphically.

Maximize $P = 4x + 3y$ subject to

$2x + y \leq 2$; $x + 2y \geq 2$; Where $x, y \geq 0$.

Q9. Find the basic feasible solution of the following transportation problem using the method of VAM.

Sources \ Destinations	F_1	F_2	F_3	Demand
A	0.9	1	1	5
B	1	1.4	0.8	20
C	1.3	1	0.8	20
Supply	20	15	10	

Q10. Solve the following assignment problem to minimize the cost.

Jobs	Workers		
	A	B	C
X	25	31	35
Y	15	20	24
Z	22	19	17

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any **THREE** questions:

Q11. The following are the partial output of the multiple regressions with four independent predictors X1, X2, X3 & X4 with sample size of 12 observations.

Constant	Coefficients	Standard	t	p-value
	-1.381	13.36046	-0.10	0.921
X1	2.852	1.506682	1.89	0.100
X2	30.285	15.56271	1.95	0.093
X3	-3.713	10.12508	-0.37	0.725
X4	1.72	1.1011665	1.06	0.323

$R^2 = 0.952$

- Using the above developed output, determine the best fitting regression equation for these data.
- What does R^2 measure?
- If $X_1 = 1800$, $X_2 = 1$, $X_3 = 1.5$ and $X_4 = 6$ what would be the expected value of Y?

Q12. From the following data calculate Fisher's index number, show that it satisfies time reversal test.

Items	Base Year 2005		Current Year 2010	
	price	quantities	price	quantities
A	12	10	10	9
B	15	25	7	18
C	24	30	5	35
D	5	40	16	45
E	7	20	8	50

Q13. A software company has three projects X, Y and Z. based on the background and experience of the project leaders, they differ in terms of their performance at various projects. The performance score matrix is given below.

Project Leaders	Project X	Project Y	Project Z
P1	20	26	42
P2	24	32	50
P3	32	34	44

Help the management by determining the optimal assignment which maximizes the performance score.

Q14. Consider the following linear programming problem:

$$\begin{aligned} &\text{Max. } 5000E + 4000F \\ &\text{Subject to} \\ &E + F \geq 5 \\ &E - 3F \leq 0 \\ &10E + 15F \leq 150 \\ &20E + 10F \leq 160 \\ &30E + 10F \geq 135 \\ &E, F \leq 0 \end{aligned}$$

- a. Find an optimal solution and the associated objective function of this linear program.
 - b. Which constraints are active? Which are inactive?
 - c. What are the slack and surplus values associated with each constraint?
- Q15. A court administrator has the task of scheduling four courts. The estimated number of days each judge requires to clear the case are as follows:

Judge	Court			
	1	2	3	4
A	14	13	17	14
B	16	15	16	15
C	18	14	20	17
D	20	13	15	18

Find minimum number of court days needed to process all four courts.

SECTION D: CASE STUDY (15 MARKS)

Q16. Read the following case carefully and answer the questions:

A firm is producing two types of products; A and B. Each unit of A requires 2 kg of raw material and 4 labor hours for processing, whereas each unit of B requires 3 kg of raw materials and 3 labor hour for same type. Each week, the firm has an availability of 60 kg of raw materials and 96 labor hours. One unit of product A sold yields Rs.40 and that of B sold Rs.35 as profit.

- a. Formulate this as linear programming problem. (5)
- b. Solve the problem so that the firm can earn maximum profit. (10)



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BACHELOR IN BUSINESS ADMINISTRATION (BBA)
SEMESTER –IV

R.No.....

Subject: Business Ethics

Course Code: MGT 343

Full Marks: 100

Time: 3 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)

Tick the best answers.

- Q1. Personal ethics refers to;
- a) the art and discipline of applying ethical principles to examine and solve complex moral dilemmas
 - b) the branch of philosophy and is considered a normative science because it is concerned with the norms of human conduct
 - c) the application of these values in everything one does and they reflect general expectations of any person in any society, acting in any capacity
 - d) the branch of axiology which together with metaphysics, logic and epistemology constitutes philosophy
- Q2. Which one of the following options is correct to ascertain the features of business ethics?
- A. Based on Moral and Social Values
 - B. To give Protection to Social Groups
 - C. Principle of integrity and fairness
 - D. Quality and reliability
- a) Only A and B
 - b) Only B and C
 - c) Only C and D
 - d) All of the above
- Q3. Staying productive, take initiative, think critically, be punctual, stay positive and stay professional are the good examples of
- a) Good business ethics
 - b) Good professional ethics
 - c) Good workplace ethics
 - d) Good ethics
- Q4. Integrity refers to;
- a) the difference between success and failure
 - b) the quality of being able to be done or put into action
 - c) the practice of being honest and showing a consistent
 - d) the standard by which we determine what is good
- Q5. Harassment can be defined as;
- a) a behavior that annoys or upsets someone
 - b) a behavior that annoys or troubles someone
 - c) an illegal behavior towards a person that causes mental or emotional suffering
 - d) All of these
- Q6. The term 'quality' is defined as:
- a) the degree of excellence at an acceptable price and the control of variability at an acceptable cost
 - b) how well a product fits patterns of consumer preferences
 - c) the totality of features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs
 - d) being impossible to define, but you know what it is

- Q7. Following are the needs and importance of values except:
- a) They build up societies, integrate social relations
 - b) They mould the ideal dimensions of personality and range and depth of culture
 - c) They have a great role to play in the conduct of social life
 - d) They help in creating norms to lead individual negatively
- Q8. Choose the current statement from the followings:
- a) Organizational values are derived from shared values
 - b) Shared values always focus to integrate and fulfill HR impulses and needs
 - c) Organizational values have little more important than shared values to achieve goals
 - d) Shared values derived by the leadership and adopted by the members
- Q9. Who play the significant role in formulating individual values?
- a) Classmates
 - b) Colleagues
 - c) Instructors
 - d) Parents
- Q10. The overriding objectives of a is to ensure that an organization has systems of internal control that adequately measure and manage the risks that it faces.
- a) Board of director
 - b) Compliance officer
 - c) Corporate governance
 - d) Legal Advisor
- Q11. The objective of corporate governance is:
- a) To strengthen corporate functioning and discourage mismanagement
 - b) To identify the governing bodies of a corporations
 - c) To promote the culture of volunteering work
 - d) To provide the corporation with high share value no matter what
- Q12. Win-win situation between society and corporations can be ensured if:
- a) The corporation is able to fulfill its economic needs
 - b) The corporation acts as per the government laws
 - c) The corporation is able to align its business with the international market
 - d) The corporation is able to incorporate the corporate social responsibility to its operation
- Q13.clearly states that any activity that intends to deceive consumers is strictly punishable by law.
- a) Nepal Law Commission Act 2007
 - b) Consumer Right Protection Act 2054
 - c) Consumer Health Protection Act 2054
 - d) Nepal Standard Act
- Q14. To resolve compliance difficulties as they occur is the of compliance.
- a) Prevention function
 - b) Advisory Function
 - c) Monitoring and detecting function
 - d) Resolution function
- Q15. “We say what we think, without harming others.” Which term is related with this statement?
- a) Honesty
 - b) Loyalty
 - c) Sincerity
 - d) Integrity



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SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any EIGHT questions:

- | | |
|--|-----------|
| Q1. Do you know business ethics? Point out the five features of business ethics. | 2.5 + 2.5 |
| Q2. "Harassment is one kind of discrimination." Justify the given statement with a suitable paradigm. | 5 |
| Q3. What are some ethical dilemmas you have really faced in your life? Mention. | 5 |
| Q4. How behavior is different from people to people? Set an example. | 3 + 2 |
| Q5. Define the term organizational values. Point out any five mandates or principles of organizational values. | 2.5 + 2.5 |
| Q6. Why should ownership and control of the organizational members be aligned? | 5 |
| Q7. Explain the various advantages of corporate compliance. | 5 |
| Q8. Why has Nepal law commission has formed? Point out its duties. | 2 + 3 |
| Q9. How does HR play a significant role in organizational transformation? | 5 |
| Q10. Write short notes on: | 2.5 + 2.5 |
| a. Comradeship | |
| b. Solidarity | |

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any THREE questions:

- | | |
|---|-------|
| Q11. How can you define the term total quality management? Explain the eight key elements to apply successful TQM in an organization. | 4 + 6 |
| Q12. Is killing someone always illegal? Reveal your opinions from the eyes of morality and legality. | 4+ 6 |
| Q13. Modern day corporations are incorporating different social responsible activities and it has become inseparable part of it. Explain, in detail, what kind of socially responsible activities are practiced by modern day corporation and also highlight its objectives and importance. | 5 + 5 |
| Q14. Define the spiritual values. Explain the various sources of individual values with examples. | 4 + 6 |
| Q15. How can you define the term consumer? Explain the consumer rights and its protection. | 4+6 |

SECTION D: CASE STUDY (15 MARKS)

Q16. Read the following case carefully and answer the questions:

Firestone Tires and Rubber Company Use Child Labor

As people around the world commemorate World Day against Child Labor on June 12, the Firestone Tire and Rubber Company recognized the day by continuing its 81-year tradition of exploiting workers in Liberia. Firestone has been operating a rubber plantation in Harbel, Liberia since 1926 where workers wake up early every morning to tap rubber trees in order to meet an unreasonably high production quota. By Firestone Natural Rubber CEO Dan Adomitis' own admission on CNN, it would take a tapper over 21 hours every day to meet their quota, which is why workers are forced to bring their children and wives to work or their already low salaries will be halved. As part of the outdated production system, children carry heavy loads, come into close contact with toxic pesticides

and often work for 12 hours a day. Workers live in shacks, most of which have not been renovated since the 1920s, without any running water, indoor latrines or electricity while managers live on huge land plots with all the modern amenities — including golf courses! As recently confirmed by the Liberian EPA, the company dumps toxic chemicals directly into the Farmington River which is used by the local community for fishing and bathing. As a result of the modern day slavery conditions facing workers, the company has been sued in US courts and was also bestowed with the Public Eye Award for Worst Global Corporation this past January.

In order to stand up for their internationally recognized rights, workers have been organizing to hold new union elections at the end of June so that they can finally be represented by a truly independent and democratic body. When the company management attempted to use legal roadblocks to stop the elections, the workers went on strike in the end of April. On Friday, April 27, police forces were brought in and workers were brutally attacked. Police officials fired tear gas into crowded settlements filled with children, women, the elderly and Firestone workers alike. Six workers were seriously injured and roughly 13 were arrested. The attack on workers' right to organize raises serious concerns about the neutrality of upcoming union elections.

Negotiations are also currently taking place between Firestone and the government over the terms of the concession area which Firestone controls. The previous concession agreement was signed under a transitional government and heavily favored Firestone. Now that Liberia has a democratic government — and the first woman leader in Africa — there is hope that the new concession agreement will produce greater benefits for the population that produces such immense wealth for Firestone. Unfortunately, reports from the negotiations raise serious concerns about whether or not Firestone is negotiating with the government in good faith.

US consumers should be shocked that the ubiquitous Firestone tires are produced under these exploitative labor conditions. Imagine children as young as 10 years old forced to carry 70 pounds barrels of latex, coming into direct contact with toxic pesticides. It is up to consumers to demand that Firestone advance workers' rights this World Day against Child Labor instead of rolling them back. With the concession agreement negotiations taking place and new union elections approaching quickly, the next few weeks present an historic opportunity for the people of Liberia to hold Firestone accountable. More broadly, Firestone in Liberia and exert their power over post-conflict countries during any negotiations. Here in the US, we need to send a strong message that companies like Firestone cannot violate human rights with impunity. That is why the Stop Firestone Coalition is currently planning actions leading up to July 26, Liberia's Independence Day. We invite readers to join us in these and the many other actions we have planned. Visit the Stop Firestone website and tell Firestone: 80 years of exploitation are enough!

Questions:

- | | |
|---|---|
| a. Identify the major problems of this case. | 5 |
| b. Find out the legal and ethical issues of this case. | 5 |
| c. According to this case, how can you differentiate between laws and ethics? | 5 |



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FINAL EXAMINATION 2019
BACHELOR IN BUSINESS ADMINISTRATION (BBA)
SEMESTER –IV

R.No.....

Subject: E-Commerce

Course Code: MGT 344

Full Marks: 100

Time: 3 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)

Tick the best answers.

- Q1. Which one of the followings describe e-commerce?
- a. Doing business electronically
 - b. Doing business with remote vendors
 - c. Sale of goods by foreign firm
 - d. All of the above
- Q2. Digital products are best suited for B2C e-commerce because:
- a. They are commodity like products
 - b. They can be mass-customized and personalized
 - c. They can be delivered at the time of purchase
 - d. All of the above
- Q3. What is the name given to an interactive business providing a centralized market where many buyers and suppliers can come together for e-commerce or commerce-related activities?
- a. Direct marketplace
 - b. B2B
 - c. B2C
 - d. Electronic marketplace
- Q4. When is a transaction processed online, how can the merchant verify the customer's identity?
- a. using secure sockets layers
 - b. using secure electronic transactions
 - c. using electronic data interchange
 - d. using financial electronic data interchange
- Q5. Choose the best computing technology, which plays the key role to establish of e-commerce.
- a. Telephone
 - b. Microphone
 - c. Internet
 - d. Telnet
- Q6. The key features of online travel and tourism service of e-commerce is defined as:
- a. Online reservation of transportation services and hotels
 - b. 24X7 services
 - c. It saves time and paper less transactions
 - d. All of the above
- Q7. Basically, e-commerce refers to the online financial transaction, so identify one of its prominent components.
- a. E-Sewa
 - b. E-banking
 - c. EDI
 - d. None of the above
- Q8. Buyer oriented market place of e-commerce is always known as:
- a. Customers market place
 - b. Technological market place
 - c. Suppliers market place
 - d. None of the above
- Q9. E-auction is a process of selling products on internet, where the final price of product is defined by
- a. Bidders
 - b. Bankers
 - c. ISP Providers
 - d. None of the above.

- Q10. In pay per click an advertising advertiser pays according to:
- a. space occupied by advertiser
 - b. the size of the Ad
 - c. per the user views on Ad
 - d. per the user click on Ad
- Q11. Choose the basic terminology of PPC which users commonly use to identify the Ads over the internet.
- a. Impression
 - b. A/B Split testing
 - c. Key words
 - d. Ad Name
- Q12. The electronic components of smart card are used to hold the:
- a. Details of card issuer
 - b. Card holders personal information's
 - c. Card holders Banking details
 - d. Security keys of users
- Q13. Which one of the followings is the primary goal of ECRM?
- a. To provide product information's to the customers
 - b. To integrate and automate sales, marketing and customer support electronically
 - c. To maintain customer relationship
 - d. None of the above
- Q14. The basic use of A/B Split testing is to:
- a. identify best users
 - b. choose the best keywords
 - c. choose the best service providers
 - d. set cheapest bidding rate
- Q15. Online payment system of e-commerce is becoming popular due to:
- a. paperless and secure financial transactions
 - b. its technological dependency
 - c. fixed time services
 - d. all of the above



MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
FINAL EXAMINATION 2019
BACHELOR IN BUSINESS ADMINISTRATION (BBA)
SEMESTER –IV

Subject: E-Commerce
Full Marks: 100

Course Code: MGT 344
Time: 3 Hours

You are required to answer in your own words as far as applicable. The figures in the margin indicate full marks.

SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any EIGHT questions:

- Q1. Define the term e-commerce and describe any three prominent features of e-commerce with suitable examples. 2+3
- Q2. Compare and contrast between traditional commerce and e-commerce. 5
- Q3. Elaborate, how e-payment system takes place on online transactions of e-commerce. 5
- Q4. Cyber security is becoming as one of the key challenges to Nepalese banking system. Describe how the banking system can overcome this problem. 5
- Q5. Write about B2B types of e-commerce and describe the transactions process. 5
- Q6. What is ECRM? Highlight the importance of ECRM to the e-business. 2+3
- Q7. What do you mean by geo-targeting? Describe its features and benefits. 1+4
- Q8. Define pay per click advertising. Shortly define how it takes place. 2+3
- Q9. What is the architecture model of B2C application? Describe with examples. 5
- Q10. Write short notes on the followings: 5
- a. Credit Card Transactions b. Key Words

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any THREE questions:

- Q11. Briefly explain the components of e-commerce with suitable examples. 10
- Q12. Government of Nepal is organizing the event "Visit Nepal 2020" for the year of 2020. Explain how the online travel and tourism system helps to make this event successful and improvement the economy of the nation. 10
- Q13. In the context of globalization of the technology, describe how the e-commerce is able to change the transactional process retail industry. 10
- Q14. What do you mean by debit and credit cards? Explain the transactional process of credit cards. 4+6
- Q15. Define online banking. Describe any four prominent features of online banking in Nepal. 3+7

SECTION D: CASE STUDY (15 MARKS)

Q16. Read the following case carefully and answer the questions:

Prodigys EDI system

Since prodigy industries began custom-fabrication kitchen cabinets in 1975, it has grown to become the nation's largest manufacturer of cabinets as it passes. Today, prodigy has over 5000 employees and 20 manufacturing plants producing three distinctive lines of high quality kitchen and bathroom cabinetry.

Orders are received at prodigy in a wide variety of formats and delivery methods with electronic order from one of the company's largest customer arriving as a spreadsheet attachment. It is critical to maintain every detail of the spreadsheet orders physical integrity as it passes through prodigy's manufacturing plant. The original electronic order even reflects the sequence in which shipments are loaded into prodigy's delivery fleet. The complex orders were still being manually entered into prodigy's parched order system, hence consuming a lot of time and manpower.

DMX a leading provider of EDI based solution, sensed an opportunity to develop business with prodigy. DMX explained to prodigy the various benefit of using an EDI system such as reduced time delay. Reduced labour cost, reduced uncertainty and so on. Prodigy liked the idea and asked DMX to help them introduce an EDI system. DMX prepared electronic document and translated it into a standard format. Communicated with some of the vendor of prodigy and with their approval, DMX setup a system to translate the standard format into a format the vendors wanted. Prodigy found the new system convenient and error free.

- a. Define the major issues faced by the company to serve the customers. 5
- b. How does the service of DXM help the company? 5
- c. Is there any challenge in digitizing Nepalese firm? Give your view. 5



MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
FINAL EXAMINATION 2019
BACHELOR IN BUSINESS ADMINISTRATION (BBA)
SEMESTER –IV

R.No.....

Subject: Fundamentals of Investment
Full Marks: 100

Course Code: MGT 345
Time: 3 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)

Tick the best answers.

- Q1. Two major elements of investment are.....
- a. Time and risk
 - b. Risk and standard deviation
 - c. Assets and objectives
 - d. Policy and alternatives
- Q2. The mutual funds that are listed in the stock exchanges are ...
- a. Stock indexed funds
 - b. Growth schemes
 - c. Open-end funds
 - d. Closed-end funds
- Q3. Which one of the following is an asset traded in a capital market?
- a. Treasury bills
 - b. Certificate of deposit
 - c. Bonds
 - d. Commercial paper
- Q4. What is the duration of a zero coupon bond with a face value of Rs. 1,000, yield-to-maturity of 10% and maturity period of years?
- a. 3.15 years
 - b. 10 years
 - c. 5.89year
 - d. 5years
- Q5. Listing of securities in is compulsory for trading.
- a. Organized exchange
 - b. OTC market
 - c. Commodity market
 - d. Commercial banks
- Q6. Which of the following mutual funds are available in Nepal?
- a. Citizen unit scheme
 - b. Investment company
 - c. Hedge fund
 - d. Unit investment trust
- Q7. Correlation between X and Y securities depend upon ...
- a. Covariance and σ_X , and σ_Y
 - b. Covariance
 - c. σ_X , σ_Y
 - d. None of the above
- Q8. If a stock has a beta coefficient, equal to 1.20, the risk premium associated with the market is 9 percent, and the risk-free rate is 5 percent, application of the capital asset pricing model indicates the appropriate return should be.....
- a. 9.8%
 - b. 14%
 - c. 5%
 - d. 15.8%
- Q9. The market value of common stock is primarily based on
- a. the firm's future earning
 - b. book value
 - c. total assets
 - d. retained earning
- Q10. A zero coupon bond is a bond that
- a. originally sold at discount
 - b. is a premium value bond
 - c. will sell for a premium
 - d. has a high current yield
- Q11. Stock exchange ...
- a. Helps in the fixation of stock prices
 - b. Ensures safe and fair dealing
 - c. Includes good performance by the company
 - d. All of the above

- Q12. What is the YTM of a zero coupon bond with a face value of Rs. 1,000, maturity period of 5 years and currently selling at Rs. 880 in the market?
- a. 3.01%
 - b. 5.15%
 - c. 2.12%
 - d. 2.59%
- Q13. Initial offering of securities are traded in.....
- a. primary market
 - b. secondary market
 - c. organized exchange
 - d. OTC market
- Q14. The beta value of 0.5 for a security indicates.
- a. the security has average systematic risk.
 - b. the security has above –average systematic risk.
 - c. the security has no unsystematic risk.
 - d. the security has below –average systematic risk
- Q15. Commercial papers are
- a. secured promissory notes
 - b. sold at a premium
 - c. issued for a period of 1 to 2 years
 - d. unsecured promissory notes



MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
 FINAL EXAMINATION 2019
 BACHELOR IN BUSINESS ADMINISTRATION (BBA)
 SEMESTER –IV

Subject: Fundamentals of Investment
 Full Marks: 100

Course Code: MGT 345
 Time: 3 Hours

You are required to answer in your own words as far as applicable. The figures in the margin indicate full marks.

SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any EIGHT questions:

- Q1. Discuss the investment alternatives available in Nepal. 5
 Q2. Describe briefly various types of security markets with examples. 5
 Q3. Consider the four stocks: A, B, C and D. Their closing prices are given below:

Company	No. of listed shares	P ₀	P ₁	P ₂
A	1,000	Rs. 1,700	Rs. 1,600	Rs. 1,650
B	920	Rs. 1,500	Rs. 1,550	Rs. 1,600
C	1,500	Rs. 800	Rs. 750	Rs. 790
D	500	Rs. 750	Rs. 600	Rs. 650

Construct an index for P₂, as per the value weighted method, using P₀ as the base date, and a base index value of 100. 5

- Q4. During the past three years, the Star Fund produced the following per share financial results. Calculate the annual returns on an investment in the Star Fund over this period. 5

	Year 1	Year 2	Year 3
NAV at beginning of year	13.89	15.40	16.50
NAV at the end of year	15.60	16.25	16.85
Income distribution	0.35	0.38	0.39
Capital gains distribution	0.15	0.26	0.05

- Q5. Compute value of following stocks, assuming that investors require 15 % rate of return. 5
 a. A stock that pays dividend of Rs 10 per share, which is expected to remain at Rs 10 forever.
 b. A stock that recently paid dividend of Rs 40 per share, which is expected to grow at a constant rate of 5% per year forever

Q6. Why is the preferred stock often called hybrid security? Explain the valuation model for preferred stock. 2+3

Q7. What do you mean by derivative market? Explain the present situation of derivative market in Nepal. 2+3

Q8. You are given the following information:

Risk free rate of return=8%

Market interest rate= 12%

Stock	Beta
Alpha	1.8
Beta	1.2
Gamma	0.4

Based on the above information,

- Find required rate of return for each stock. 3
- Draw the SML and locate each stock on the SML. Also plot stock O of return with rate of return of 12 % and beta of 1.4 and stock U with required rate of return of 9% and beta is 0.5. 2

Q9. Consider the following information:

Stock	X	Y
Expected return	10%	12%
Standard deviation	6%	7%
Covariance of return between X and Y	-0.00384	
Correlation coefficient between X and Y	-0.80	

- Calculate the return and standard deviation of portfolio if 50% of the fund is invested in stock X and rest 50% in stock Y. 2
- Calculate the return and standard deviation of portfolio if 20% of the fund is invested in stock X and rest 80% in stock Y. 2
- Which portfolio minimizes the risk? 1

Q10. Write short notes: 2.5+2.5

- Nepal Stock Exchange (NEPSE)
- Option

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any **THREE** questions:

Q11. Consider the following price information on three stocks on two dates with corresponding number of shares outstanding.

Stock	Number of shares	Price	
		December 31,2014	December 31,2015
A	400	900	Rs700
B	500	200	200
C	700	190	300

- Construct a price weighted index for these three stocks, and also compute the percentage change in the series for the period from 2014 to 2015. 4
- Construct a market value weighted index for these three stocks, and also compute the percentage change in the series for the period from 2014 to 2015. 3
- Construct an equal weighted index by assuming Rs 100 is invested in each stock. What is the percentage change in wealth for this equal weighted portfolio. 3

Q12. Stock X and Y have the following probability distribution of expected future return.

Probability	X	Y
0.1	13	18
0.2	8	3
0.4	12	20
0.2	14	25
0.1	37	22

- Calculate expected return and standard deviation for stock X. 3
- Calculate expected return and standard deviation for stock Y. 3
- Calculate the coefficient of variation for Stock X and Y. 1
- Is it possible that most investors might regard stock X as being less risky than stock Y? 1

- e. If you form a portfolio comprising 70% stock X and 30% on stock Y, What are the expected return and standard deviation of the portfolio? 2
- Q13. Define Markowitz diversification. Distinguish between the security market line and capital market line. 3+7
- Q14. (a) Describe the investment process followed by the rational investors in Nepal. 5
 (b) Discuss the merits and demerits of investing in mutual funds from the perspective of investors.5
- Q15. The ABC company bond has 10 years until maturity, a coupon rate of 8 %, and sells for Rs 1050.
- What is the current yield on the bond? 1
 - What is the yield to maturity? 1
 - If the ABC bond has yield to maturity of 8 percent 1 year from now, what will its price be? 4
 - What will be the rate of return if you buy the bond at present and sell at the end of year 1? 4

SECTION D: CASE STUDY (15 MARKS)

Q16. *Read the following case carefully and answer the questions:*

ABC Company's common stock paid a dividend of Rs 10 yesterday. You expect the dividend to grow at the rate of 12 percent per year for the next 4 years. You plan to buy the stock now and sell it after 4 years and then sell it.

- Find the expected dividend for each of the next 4 years. 4
- Given that appropriate discount rate is 18% and the first of these dividend payments will occur 1 year from now, find the present value of the dividend stream. 3
- You expect the price of stock 4 years from now to be 353, compute PV of expected future price. 3
- If you plan to buy the stock, hold it for 4 years and then sell it for Rs 353, what payment should you pay for it? 2
- Compute the value of stock today assuming that the stock will be purchased and held forever. Assume growth rate is 12 percent forever. 3

