POKHARA UNIVERSITY

Level: Bachelor	Semester: Fall	Year: 2024
Programme: BBA/BBA (Finance)		Full Marks: 100
Course: Basic Mathematics		Pass Marks: 45
		Time: 3 hrs.

Candidates are required to answer in their own words as far as practicable. The figures in the margin indicate full marks.

Section "A"

Short Answer Questions

Attempt **all** the questions. [10×2= 20]

1. Simplify $\left(\frac{x^2 y^{-3} z}{x^3 y^{-2} z^{-5}}\right)^{-2}$.

2. Find the inverse function of $f(x) = 5x + 7$.

3. Find the roots of the equation: $x^2 + 5x + 6 = 0$.

4. Solve the equation: $e^{x ln2} = 16$

5. In how many ways the letters of the word POKHARA be arranged?

6. Sketch the graph of the function $y = 3^x$

7. If A = $\begin{pmatrix} 1 & 2 & 3 \\ 4 & 5 & 6 \end{pmatrix}$ and B = $\begin{pmatrix} 1 & 2 & 3 \\ 4 & 5 & 6 \\ 7 & 8 & 9 \end{pmatrix}$, then find AB.

8. Rewrite the following by using absolute value – 3< x < 5.

9. If A = [-3 , 4) and B = [3 , 6], find A ∩ B and A – B.

10. Ram borrows Rs 4000 which be promises to pay in 6 annual installments being triple of the proceeding one. Find his first installment.

Section "B"

Descriptive Answer Questions [6×10= 60]

Attempt **any six** questions.

11. a. In a survey of 120 people who trade in stock market, the preferred sectors are as follows:

    Banking 45, Insurance 40, Hydropower 30, Banking and Insurance 15, Insurance and Hydropower 10, Hydropower and Banking 15, all the three sectors 7.

    Find the number of people who prefer the following sectors:

i. Banking sector only.
ii. Exactly one sector.
iii. At least one sector.
iv. None of these sectors.

According to market trend when market index increases, 50% of people who were not preferring these three sectors will choose banking sector. What percent of people will be preferring banking sector then?

b. A candidate is required to answer 6 questions out of 10 questions which are divided into two groups A and B, A containing 6 questions and B containing 4 questions but he/she is not permitted to attempt more than 4 questions from any group. In how many different ways can he/she make up the choice?

12. a. Find the domain and range of the function $f(x) = \sqrt{x^2 - 100}$

b. A firm sells a product for $80 per unit. Raw material costs are $12.50 per unit, labor costs are $27.50 per unit, and annual fixed cost is $360,000.
   i. Determine the profit function in terms of x, number of units produced and sold.
   ii. What profit is earned if annual sales are 10000 units?
   iii. How many units would have to be sold to earn an annual profit of $250,000?

13. a. If the roots of the equation $(a^2+b^2) x^2 - 2 (ac + bd) x + (c^2 + d^2) = 0$ are equal, then show that $ad = bc$.

b. The daily profit from the sale of a product is given by $P(x) = 80x - 0.4x^2 - 200$ dollars.
   i. What type of function is this?
   ii. What level of production maximizes profit?
   iii. What is the maximum possible profit?

14. a. The resale value of a piece of an industrial equipment has been found to behave according to the function $V = 250000\, e^{-0.6t}$ where t = years since original purchase.
   i. Find the purchased value of the equipment.
   ii. what is the expected value after 5yrs.
   iii. How long does it take for the resale value of the assert to reach 25% of its original value.

b. Define Gompertz function. Suppose the personnel director of a large corporation conducts the study that indicates that after t years the corporation will have $N = (500)(0.03)^{(0.04)^t}$ employees.
   i. How many are there after 5 years?

ii. When will there be 300 employees?

15. a. Sketch the graph of $f(x) = x^2 + 2x - 3$.
    b. Solve the system of following linear equations by using matrix method or Cramer's rule.
    $$x + y + z = 6, \qquad x + 2z = 7, \qquad 3x + y + z = 12$$

16.
    a. If $A = \begin{bmatrix} 1 & 6 & -1 \\ 2 & 3 & 3 \\ 3 & 3 & -2 \end{bmatrix}$, find the adjoint matrix of A.

    b. Show that: $\begin{vmatrix} a & b & c \\ a^2 & b^2 & c^2 \\ a^3 & b^3 & c^3 \end{vmatrix} = abc\,(a\text{-}b)\,(b\text{-}c)\,(c\text{-}a)$.

17. a. There are 8 varieties of birds in a certain Zoo. The number of each variety forms a G.P. If the fourth and sixth variety consists of 54 and 486 birds respectively. Find the number of birds in first and last variety.
    b. A man retires at the age of 60 years and gets a pension of Rs. 20,000 a year payable in half yearly installments for the rest of his life. Taking his expectation of life to be 15 years further, that the interest is at 4% per annum payable half yearly, what single sum is equivalent to this pension?

Section "C"

Case Analysis / Application Based Questions [2×10= 20]

18. *Read the case situation given below and answer the questions that follow:*
    a. Southwest Hospital has an operating room used only for eye surgery. The annual cost of rent, heat, and electricity for the operating room and its equipment is $360,000, and the annual salaries of the people who staff this room total $540,000. Each surgery performed requires the use of $760 worth of medical supplies and drugs. To promote

        goodwill, every patient receives a bouquet of flowers the day after surgery. In addition, one-quarter of the patients require dark glasses, which the hospital provides free of charge. The hospital receives a payment of $2000 for each eye operation performed.

    i. Identify the revenue per case and the annual fixed and variable costs for running the operating room.
    ii. How many eye operations must the hospital perform each year in order to break even?
    iii. Southwest Hospital currently averages 70 eye operations per month. One of the nurses has just learned about a machine that would reduce by $100 per patient the amount of medical supplies

needed. It can be leased for $100,000 annually. Keeping in mind the financial cost and benefits, advise the hospital on whether it should lease this machine.

iv. An advertising agency has proposed to the hospital's president that she spend $20,000 per month on television and radio advertising to persuade people that Southwest Hospital is the best place to have any eye surgery performed. Advertising account executives estimate that such publicity would increase business by 40 operations per month. If they are correct and if this increase is not big enough to affect fixed costs, what impact would this advertising have on the hospital's profits?

b. A repeated BJ fashion store of Kathmandu has been selling one of the branded T-shirts since 2070 BS. Since then however, the formal research was not conducted, this year from a survey conducted by the students of under graduate level first semester of 2080 BS. constructed the demand function of the T-shirts as $q = f(p) = 550000 - 500p$ where q is stated in unit and p is stated in rupees.

i. Determine the quadratic total revenue function, where R is a function of p.

ii. What is concavity of the function? Interpret the meaning?

iii. What is the R- intercept? Interpret the meaning?

iv. What does total revenue equal at a price of Rs. 50?

v. How many units will be demanded at this price?

vi. At what price will total revenues be maximized? Do you suggest to increase the price?

vii. What happens if the company charges Rs. 700 per T-shirt?

viii. What is the total maximum revenue?

ix. Draw a rough sketch of the function $R = g(p)$.

POKHARA UNIVERSITY

Level: Bachelor   Semester: Fall   Year: 2024
Programme: BBA/BBA(Finance)/BBA-TT   Full Marks: 100
Course: Behavioral Science   Pass Marks: 45
        Time: 3 hrs.

Candidates are required to answer in their own words as far as practicable. The figures in the margin indicate full marks.

Section "A"
Short Answer Questions [10×2= 20]

Attempt **all** questions. Give your answers in few lines/points.

1. Why is Behavioral Science important for individuals?
2. What is meant by the term "nudging" in business? Provide an example.
3. What are the three C's of self-concept?
4. How can Johari's window help individuals improve self-awareness?
5. Define Emotional Intelligence with examples.
6. What are the strategies for effective impression management?
7. Define Organizational Citizenship Behavior.
8. Write any four strategies for overcoming workplace prejudice.
9. What are the key applications of Affective Events Theory in Business?
10. Write the most important benefits of valuing diversity in the organization.

Section "B"
Analytical Answer Questions [6×10= 60]

Attempt **any six** questions.

11. Highlight the importance of behavioral science in business and management studies and discuss the practical application of Behavioral Science in the Workplace.
12. A manager notices that a high performing employee is suddenly under-performing. How can the MARS model be used to identify potential causes and develop effective interventions?
13. Describe three types of psychological contracts and the kinds of trust that play a role in work relationships. [6+4=10]
14. Give a brief introduction to Asch's Classic study on conformity and explain how does the study highlight the influence of group pressure on decision-making, and what relevance does it have in modern organizational settings? [2+4+4=10]
15. Explain stress and its adverse effects of organization. Discuss any two ways to reduce workplace stress.
16. How can an understanding of Transactional Analysis be used to critically analyze and improve interpersonal communication within organizations?

17. Define organization culture and discuss the two different approaches; Ouchi Framework and Peters and Waterman Approach to culture in organizations. [2+4+4=10]

Section "C"

Case Analysis / Application Based Questions [1×20= 20]

18. *Read the case situation given below and answer the questions that follow:*

This case study explores interpersonal relationships within a sales team at a technology company. The team, once highly effective and collaborative, has recently experienced a decline in performance and morale. The case will analyze the underlying issues affecting their interpersonal relationships and propose potential solutions to improve team dynamics and productivity.

The sales team at Nep-Tec., a leading technology company of Nepal, has been struggling to meet sales targets for the past few quarters. Despite having a talented and experienced team, there has been a noticeable decline in team cohesion and productivity. Observations suggest that interpersonal conflicts and communication breakdowns are becoming increasingly prevalent.

Team members have expressed difficulty in effectively communicating their ideas, concerns, and progress. This has led to misunderstandings, missed opportunities, and a sense of isolation. The breakdown in trust among team members has hindered collaboration and cooperation. This is evident in the reluctance to share information, delegate tasks, and support one another. Indeed, some team members may be pursuing personal goals or agendas that conflict with the team's objectives. This can create tension and hinder progress. The team's leadership style is also contributing to the negative dynamics. An overly authoritative or micromanaging approach may stifle creativity, reduce morale, and erode trust. The decline in interpersonal relationships within the sales team at Nep-Tec. can be attributed to a combination of factors, including communication breakdowns, lack of trust, competing agendas, and leadership style. These issues have created a work environment that is detrimental to both individual and team performance.

A research team suggested encouraging open and honest communication among team members through regular team meetings, one-on-one discussions, and feedback sessions. It was also suggested to train team members in active listening techniques to ensure that they fully understand each other's perspectives. Likewise, it was suggested to establish clear expectations for communication, including the frequency, format, and content of communication. Additionally, the research team recommended organizing team-building activities to foster a sense of camaraderie and

trust among team members and to empower team members by delegating tasks and responsibilities. It was also suggested to provide supportive and encouraging leadership that fosters a positive work environment and coaching and mentoring to team members to help them develop their skills and reach their potential.

By addressing the underlying issues affecting interpersonal relationships within the sales team at Nep-Tec., the company can create a more positive and productive work environment. Improving communication, trust-building, goal alignment, and effective leadership are essential for fostering a successful and cohesive team.

Questions:
a. What are the key interpersonal issues affecting team cohesion and trust in the sales team at Nep-Tec?
b. How can understanding individual differences among team members help address communication breakdowns and competing agendas?
c. What strategies involving emotional intelligence can be implemented to rebuild trust and improve collaboration within the team?
d. How can team-building activities and leadership improvements foster a positive work environment and enhance team performance at Nep-Tec?

POKHARA UNIVERSITY

Level: Bachelor   Semester: Fall   Year: 2024
Programme: BBA/BBA(Finance)/BBA-TT   Full Marks: 100
Course: English (New)   Pass Marks: 45
                                               Time: 3 hrs.

Candidates are required to answer in their own words as far as practicable. The figures in the margin indicate full marks.

Section "A"
Short Answer Questions [10×2= 20]
Attempt **all** questions. Give your answers in few lines/points.

1. Is the poet sympathetic towards the soldier, the clock tower? If so, what words in the text express the poet's sympathy?
2. What is CFC and how does it affect our environment?
3. Summarize the story "Yudhishthira's Wisdom" in a single sentence.
4. Write the main theme of the poem "Stopping by the Woods on a Snowy Evening."
5. Why is life Sweet at Kumansenu?
6. What is intelligence, according to Asimov?
7. What is written in 'assimilation' section while interacting with any literary text in four levels reading?
8. Retell "The Stub-Book" in one short paragraph.
9. Make meaningful sentences choosing correct options: [4×0.5=2]
   a. They/ Them were/ was beautiful.
   b. She was/were an excellent writer.
   c. You is/ are great!
   d. This/ These stories were/ was for the birds.
10. Why do you think Yudhisthir was a wise man?

Section "B"
Analytical Answer Questions [6×10= 60]
Attempt **any six** questions.

11. What does Rushdie mean, when he says that "defiance is an inevitable and essential aspect of what we call freedom?" do you agree with him? Give reasons.
12. "Marriage is a Private Affair" revolves around the conflict between Nnaemeka and his father. Then answer the following questions:
    i. Please describe this conflict.
    ii. Explain the reasons for this conflict
    iii. Is this conflict ever resolved?
13. How is Mr. Kelada's character developed throughout the story? Discuss.

14. Apply four levels of interacting with the text of the story 'The Great Answer.'
15. How does "The Wretched Stone" illustrate the corrupting influence of television? Explain.
16. Do you agree with the narrator in "Third Thoughts" that 'buying and selling are perfectly straight forward matters between the dealer and the customer'?
17. Ray Bradbury's "A Sound of Thunder" emphasizes the interconnectedness of actions and consequences, particularly through the concept of the butterfly effect. How does the story explore the relationship between human carelessness, technology, and ecological balance? Discuss with examples from the text.

<div align="center">

Section "C"
Case Analysis / Application Based Questions [20]
</div>

18. *Read the case situation given below and answer the questions that follow:*
    a. Apply four levels of interacting with the text to Paudyal's "The Parrot in the Cage" or Nicol's "Life is Sweet at Kumansenu.

    <div align="center">**OR**</div>

    Both Moti Nissani's "Why Go to University?" and Richard Wright's "The Library Card" highlight the transformative power of education and knowledge. What similarities and differences can you identify in the motivations of the narrator and speaker in seeking education and motivation to higher education? How do their experiences reflect the barriers and opportunities associated with learning and suggestions for learning? Support your answer with references to the texts.

    b. "Mr. Know All" presents a conflict between two travelers, Marx Kelada and Mr. Ramsay.
       i. Describe the conflict.
       ii. Explain the reason for this conflict.
       iii. How this conflict is resolved?
       iv. Why the narrator of the story, at the end, decides to change his mind? <div align="center">**OR**</div>
    How do Prashu Pradhan's "The Telegram on the Table" and James Joyce's "A Painful Case" explore themes of isolation, regret, and emotional detachment? What similarities and differences can be observed in the portrayal of the characters' inner struggles and their relationships with others? How do the endings of both stories reflect the consequences of their choices? Support your answer with evidence from the texts.

POKHARA UNIVERSITY

Level: Bachelor   Semester: Fall   Year: 2024

Programme: BBA/BBA-TT/BBA (Finance)   Full Marks: 100

Course: IT for Business   Pass Marks: 45

     Time: 3 hrs.

Candidates are required to answer in their own words as far as practicable. The figures in the margin indicate full marks.

Section "A"
Short Answer Questions [10×2= 20]

Attempt **all** questions. Give your answers in few lines/points.

1. Define Information Technology (IT). List out any three scopes of IT.
2. What do you mean by wearable devices? Name any two wearable devices used in business.
3. What is full-duplex?
4. What is softcopy output and hardcopy output?
5. What is power BI?
6. What is big data?
7. How does cloud computing benefit IT operations in Business?
8. Define IP address and MAC address.
9. List out four objectives of DBMS.
10. What is SQL? Mention its primary purpose.

Section "B"
Analytical Answer Questions [6×10= 60]

Attempt **any six** questions.

11. Explain the role and importance of IT in modern businesses with examples.
12. What do you mean by brain computer interface (BCI)? Explain the applications of SAP ERP in business organization with example.
13. Define Database management system. Explain the benefits of DBMS over traditional file system with example.
14. How can collaboration tools like Google Workspace and Microsoft Teams be used effectively in business scenarios?
15. What is software? Briefly explain its types and different characteristics.
16. What is computer network? Explain at least 3 topologies in details with diagram.
17. a. Explain the basic components of computer system with figure.
    b. Compare and contrast desktop and laptop computer.

Case Analysis / Application Based Questions [1×20= 20]

18. *Read the case situation given below and answer the questions that follow:*

IT is no longer just about computers. It is a key part of doing business today. It's about how technology helps businesses succeed. It is a strategic asset that empowers businesses to adapt, compete, and thrive in the digital age. Companies that effectively integrate and leverage technology gain a significant competitive advantage. It automates tasks, streamlines operations, and makes work easier. IT enables better communication, personalized service, and online interactions. Tools like AI and cloud computing help businesses create new products and services. It automates repetitive tasks, freeing up employees for more strategic work. From automating data entry to managing inventory. It empowers businesses to connect with customers in meaningful ways. E-commerce platforms, social media marketing tools, CRM software, Chatbots and AI powered customer service tools enhance customer experience.

 IT enables businesses to collect, analyze, and utilize vast amounts of data. This data-driven approach informs strategic decisions, improves marketing campaigns, and optimizes operations for better outcomes.

Question:

a. "IT is no longer just about computers". Explain what this statement means?
b. What are the future trends of IT in business?
c. How does IT enhance customer experience in today's business world?
d. How can small businesses use IT to improve their operations and gain a competitive advantage?

POKHARA UNIVERSITY

Level: Bachelor	Semester: Fall	Year: 2024
Programme: BBA/BBA(Finance)/BBA-TT		Full Marks: 100
Course: Principles of Management (New)		Pass Marks: 45
		Time: 3 hrs.

Candidates are required to answer in their own words as far as practicable. The figures in the margin indicate full marks.

Section "A"

Short Answer Questions [10×2= 20]

Attempt **all** questions. Give your answers in few lines/points.

1. Give the concept of Management.
2. Define the term unity of command.
3. Differentiate between single use plan and standing use plan.
4. Define MBO. Enlist any four Characteristics of MBO.
5. Define authority and responsibility.
6. List out the process of organizing.
7. Mention the elements of hygiene factors.
8. Mention the different types of leadership styles.
9. What do you understand by concurrent control?
10. What is AI?

Section "B"

Analytical Answer Questions [6×10= 60]

Attempt **any six** questions.

11. Explain the concept of management. Broadly discuss managerial roles and skills required by a manager to perform organizational activities efficiently and effectively.

12. How do you assess the emerging issues of business environment in Nepalese context? Explain.

13. "Failing to plan is planning to fail." Discuss the statement to highlight the importance of planning in management.

14. Describe Human Resource Management. Explain the components of Human Resource Management.

15. It is assumed that democratic leadership is more appropriate than autocratic leadership in modern organizations. Do you agree with this statement? Give your opinion.

16. "Controlling is major functions of management". In the light of this statement examine the steps of controlling.

17. What is committee organization? Explain the advantages and disadvantages of committee organization structure.

Section "C"

Case Analysis / Application Based Questions [1×20= 20]

18. *Read the case situation given below and answer the questions that follow:* [20]

Nike Inc. is an American multinational cooperation that is engaged in the design, development, manufacturing, and worldwide marketing and selling of footwear, apparel, equipment, accessories, and services. At present, Nike Inc. not only manufactures and distributes athletic shoes at every marketable price point to a global market, but over 40% of the sales come from athletic apparel, sports equipment, and subsidiary ventures. Nike of its sales cod with more than 800 shops around factories are located in 45 countries outside the United States. Most of its factories are located in Asia, including Indonesia, China, Taiwan, India, Thailand, Vietnam, Pakistan, Philippines, and Malaysia.

Philips H. Knight, Chairman and Chief Executive Officer is the co-founder of Nike Inc. He has been the driving force behind Nike's success since its inception in 1964. He has been an innovative and visionary leader in the footwear and apparel industry. He has personally shaped Nike's innovation process. To facilitate this process, he established a multi-disciplinary opinion-leaders group representing a cross-section of Nike stakeholders. His efforts have helped to establish Nike as an industry leader in both national and international markets. Knight's managerial mode is characterized by strategic planning. This mode is representative of an open-minded CEO, one willing to take calculated risks and make decisions based on careful analysis environments. of external and internal.

Knight is not hesitant to make unilateral decisions, but prefers to look to his management teams for their insight and ideas before choosing a course of action. Knight created a unique corporate culture rich with employee loyalty and team spirit. He neither gave guidance to his managers nor questioned them about the product details. Knight has always been one of

the unique companies in its managerial approach.

At the organizational level, Knight is careful to keep the distance between himself and the teams to a minimum by keeping the number of levels in the organizational hierarchy to a minimum. Moreover, he designs Nike's structure around these teams and decentralizes authority to each team to give it maximum autonomy and freedom to be creative to take risks.

Phil Knight, the legendary CEO of Nike, now wants to retire and hand over the reins to the new CEO.

Questions:
   a. How would you analyze Knight's managerial approach to Nike Inc.?
   b. As the CEO of a sports shoe manufacturing company, what internal and external factors should Knight and his teams be analyzing?
   c. What would be the advantages of this kind of decentralized and participative leadership style?
   d. After the retirement of Knight, what managerial challenges do you think the new CBO of Nike Inc. is likely to face?