POKHARA UNIVERSITY

Level: Bachelor	Semester: Spring	Year: 2025
Programme: BBA		Full Marks: 100
Course: Business and Society		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"
Very Short Answer Questions

Attempt all the questions. [10×2]

1. In what ways business and society are interconnected?
2. Draw the diagram of Carroll's CSR pyramid.
3. What is the central idea of shareholder value theory of CSR?
4. What do you mean by making stakeholder trade-off?
5. What do you mean by urgency attribute of stakeholder interests?
6. What is ethics audit?
7. What are the core elements of ethical character?
8. What do you understand by corporate governance?
9. List out the principles of UN Global Compact.
10. What do you mean by independence and diligence of BOD?

Section "B"
Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Describe the factors influencing the changing nature of workplace and its impact on business and society relationship.
12. How did the concept of CSR evolve from philanthropy in the early 20th century to the broader concept we see today?
13. What is stakeholders' analysis? Explain with suitable example, how stakeholder analysis helps in managing key stakeholder issues.
14. What are the potential consequences of whistle blowing to the whistle blower, to the organization against which complaint is made and to the society? Should it be encouraged in the workplace? Why or why not?
15. Explain the major theories governing corporate governance.
16. What are the major ethical issues businesses face in Nepal? What are your suggestions for improving existing ethical business practices in Nepal? Explain. [5+5]
17. Discuss the current status of CSR in Nepal. What are the legal provisions governing CSR in Nepal? [5+5]

Section "C"
Case Analysis

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

Health Care Ethics

I am the president and business manager of MedClaim, Inc. We do billing and accounting for medical doctors. In 1992, we were approached by a group of doctors. They owned seven mobile diagnostic testing centers in five different states and were interested in using our service.

We started with this group and immediately began receiving dozens and sometimes hundreds of tests per month to bill to health, automobile, and worker's compensation insurance. The nerve testing they were performing was a common medical test, but they were charging almost twice the normal rate, usually $2,600 per test. While this rate surprised us, there is no law against doctors charging whatever they want for services, so we processed the claims normally.

As the number of tests we were processing for them increased, we began to notice strange circumstances surrounding their cases. Often, we would be unable to reach their patients at home to get additional information because the phone numbers were completely wrong. When we could reach patients, they were very surprised and angry at the cost of the test and refused to cooperate. The referring physicians were sometimes unable to provide us data on cases, as if the patients had never existed, and they were always very evasive in dealing with us. Also, insurance companies began to watch these cases very carefully, at times rejecting fully half of the claims on the grounds that either the patient's condition did not support this expensive test or the license of the doctor prescribing it was invalid.

After about a year of working with them, we discovered from some of their referring physicians that these clients of ours were paying $600 per patient to doctors for referrals. They had this kickback structured as an office rental fee to stay legal, but they were clearly violating the spirit of the law.

This doctors' group had grown to be our largest client, generating over $10,000 per month in revenue and submitting over $200,000 per month in bills. However, I decided to terminate our service to them immediately after discovering the true nature of their business. Even though we needed the revenue and referrals from this large client, I decided that I was not interested in building our business on corrupt health care providers.

Questions:

a. Who are the stakeholders in this case, and what are their stakes?
b. Are there any ethical issues embedded in this situation? What are they?
c. Should MedClaim, Inc., scrutinize the claims as described or simply "do the paperwork" and mind its own business? What would you do?

POKHARA UNIVERSITY

Level: Bachelor   Semester: Spring   Year: 2025
Programme: BBA/BBA-BI/BBA-TT/BCIS/BHCM/BHM   Full Marks: 100
Course: Business Research Methods   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"
Very Short Answer Questions

Attempt all the questions. [10×2]

1. List out the essential features of scientific research.
2. Differentiate between theoretical and applied research.
3. List out six ethics to be followed by researcher while conducting research.
4. Give five advantages of literature review in research.
5. Differentiate between primary and secondary data.
6. Formulate two null and two alternative hypothesis.
7. Define dependent and independent variables with examples.
8. Mention a structure of Research Proposal.
9. Why do you write research problem in scientific research? Give six reasons.
10. Give any two examples of referencing based on APA style one for journal and one for book.

Section "B"
Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Discuss with examples how does research support to business and management?
12. Compare between exploratory, descriptive, and causal comparative research designs with suitable illustrations. [3+3+4]
13. Give the features of Nominal, Ordinal, Internal and Ratio scale of measurement with suitable examples. [2.5×4=10]
14. "There are different types of data collection techniques. None one is superior to others but all are equally important". Discuss this statement with appropriate examples and logic.
15. Suppose you want to find out the attitudes of customers towards mobile banking service. In this context answer the following questions.
    a. Set conceptual framework. [3]
    b. Ask five questions designed as per 5 point Likert scale. [2.5]
    c. Write sampling technique(s). [2.5]

d. Write four data analysis tools. [2]
16. Your research topic is "Satisfaction of University Employees and its impact on quality education" which is designed in both quantitative and qualitative setting. Give the answer of following questions:
   a. What are the possible data collection techniques? [3]
   b. What are the possible data analysis techniques? [3]
   c. What are the independent variables of the study? [2]
   d. How do you measure the construct "quality education"? [2]
17. Distinguish between academic and professional research, reports based on its objectives, scope, time length, funding and structure. In both report quality is essential. Write elements that to be considered while preparing the research report. [5+5]

Section "C"

Case Analysis

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

TechNova Electronics is a startup founded by Garima, a young entrepreneur with a degree in electrical engineering. The company designs and manufactures modern electronic gadgets like smart home devices and wearable technology. In Nepal, the market for wearable technology is growing, especially among urban youth and professionals who value health and fitness. However, customers are also price-sensitive and prefer products that offer good value for money.

Garima plans to launch a new smartwatch but is unsure which features will attract customers the most. She wants to target tech-savvy, high-income customers who are interested in trying new and innovative products. To make sure her new smartwatch with advanced health-monitoring features succeeds, she decides to conduct market research to understand customer preferences, identify demand, and improve her product design.

She also wants to know how much customers are willing to pay for the product. To gather this information, she considers using surveys and observational research. However, she faces challenges in designing the research, choosing the right sampling method, and analyzing the data accurately. Garima needs to ensure her research captures the preferences of this specific group while also considering the cultural and economic factors unique to the Nepalese market.

Questions:

a. What is the primary research objective Garima wants to achieve with her study?

b. Suggest an appropriate research design for her study, considering the characteristics of her target market.

c. Which method would be more effective for gathering insights into consumer preferences, and why?

d. Once the data is collected, what analytical techniques would you recommend Garima use to interpret the findings?

POKHARA UNIVERSITY

Level: Bachelor   Semester: Spring   Year: 2025
Programme: BBA/BBA-BI/BBA-TT/BCIS   Full Marks: 100
Course: Data Analysis and Modeling   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"
Very Short Answer Questions

Attempt all the questions. [10×2]

1. Give two basic differences between correlation and regression.
2. What do you mean by Multicollinearity and how do you measure it?
3. If $\sum P_0Q_0 = 1{,}600$, $\sum P_0Q_1 = 1725$, $\sum P_1Q_0 = 2042$, $\sum P_1Q_1 = 2185$. Does Fisher's index satisfy factor reversal test? Explain.
4. The following table shows the number of visitors (in 00) in tourists' area over a 10 year period.

Year	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Number of tourist visitors	28	27	33	25	34	33	35	30	33	35

   Forecast the number of visitors in 2015 by using 3- period moving average approach.
5. What is balanced transportation problem and unbalanced transportation problem? How do you convert unbalanced T.P. into balanced T.P.?
6. From the following LPP, find slack or surplus values for each constraint.

$$Z\ max = 20x_1 + 40x_2$$
Subject to constraints
$$6x_1 + x_2 \leq 28$$
$$x_1 + 4x_2 \leq 12$$
$$2x_1 + x_2 \leq 11$$
$$x_1, x_2 \geq 0$$
Where, Min Z = 160 at $x_1 = 4$ and $x_2 = 2$

7. What is CPM in network analysis? Give example.
8. A SPSS software of statistics has given the following information.
   SSE = 16587033.922, SST = 80920585.185, n = 25, k = 5.
   Find coefficient of determination and interpret its meaning.
9. Write down the objectives of assignment model.
10. Draw a network diagram for the following project plan.

Activities	A	B	C	D	E
Predecessors	-	-	A,B	A	C,D

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. The city council of Dharan has gathered data on number of minor traffic accident and the number of youth football games that occurred in town over the weekend.

X (Football games	20	30	10	12	15	25	34
Y(Minor accident)	6	9	4	5	7	8	9

    a. Develop the estimating linear equation to predict minor accident from football games.

    b. Predict the number of minor traffic accidents that will occur at weekends during which 30 soccer games will take place in Dharan.

    c. What proportion of the variation occurred in minor accident is explained by football games and also finds the standard error of the estimate. Interpret the results logically.

12. Suppose you are the capital budgeting officer of a small corporation whose financing requirements over the last few years have been

Year	1997	1998	1999	2000	2001	2002	2003
Millions in Rs.	22	21	24	26	27	29	28

    a. What is the trend equation that best describes the above data?

    b. Calculate the percent of trend for the above data.

    c. Calculate the relative cyclical residual for the above data

    d. In which year does the largest fluctuation from the trend occur, and is it the same for both methods?

13. a. From the following data, find the appropriate price index number with due justification.

Year	Rice		Wheat		Maize	
	Price	Qty	Price	Qty	Price	Qty
1995	14	500	30	100	12	50
2005	24	400	28	80	14	40

    b. Use the following data to construct a cost living index number using the weighted geometric mean.

Group	A	B	C	D	E
Index	350	100	240	160	250
Weights	5	1	1	1	2

14. a. The monthly turnover of a newly opened restaurant in lakeside Pokhara of last six months is given in the following table:

Months	Jan	Feb	Mar	Apr	May	Jun
Turnover (in '000' Rs.)	45	54	57	62	77	93

i. Using exponential smoothing forecast model with smoothing coefficient 0.25, find the forecast value for the month July.

ii. What is index number? Discuss different ways of obtaining index number.

b. A court administrator has the task of scheduling four courts. The estimated number of days each judge would require to clear the case are as shown below:

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 the assignment for minimum number of court days needed to process all four courts.

15. ABC construction company moves materials between three plants and three projects. Project A requires 24 units of material each week; project B requires 18 units and project C requires 33 units per week. Plant X can supply 27 units, plant Y can supply 22 units and plant Z can supply 26 units per week. The cost matrix for above schedule is given as follows:

Cost information:

From	To Project A	To project B	To project C
Plant X	23	25	26
Plant Y	17	21	12
Plant Z	29	30	19

Find an optimum solution to minimize the transportation cost.

16. A newly opened bakery makes coffee cakes and Danish pastries in large pans. The main ingredients used to make these products are flour and sugar. There are 60 pound of flour and 24 pound of sugar available. six pounds of flour and 3 pounds of sugar are required to make pan coffee cake and 4 pounds of flour and 2 pounds of sugar are required to make pan of Danish. A pan coffee has a profit of RS 30 and pan of Danish has profit of RS 25. Formulate the LPP, and solve the graphically to determine number of pans of cake and Danish so that profit will be maximum.

17. A research firm is planning a questionnaire survey on ``sexual harassment to office lady``. The following are the activities to be carried out for the survey:

Activity	Predecessor	Optimistic	Most likely	Pessimistic
A	-	4	5	6
B	-	8	12	16
C	A	4	5	12
D	B	1	3	5
E	D,A	2	2	2
F	B	4	5	6
G	C,E,F	10	14	18
H	G	18	20	34

Questions:
a. What are the expected task durations and the variances of task durations?
b. Draw a network for the project and find the critical path. What is the expected duration of the project?
c. What is the probability that the project will not exceed 60 days?

Section "C"
Case Analysis

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

The following is the partially developed SPSS output of the multiple regression where the outcome variable (Y) represents the scores made by ten assembly line employees on a test designed to measure job satisfaction. The scores are affected by two factors – an aptitude test (X_1) and the number of days absent (X_2) during the past year (excluding vacation).

ANOVA Table

	SS	d.f.	MS	F
Regression	1016.26949	2	?	?
Residual	62.6305138	?	?	
Total	?	9		

Coefficients Table

	Coefficients	Standard error	t stat
Intercept	36.2083	7.3441	?
Aptitude test	5.3882	0.9900	?
No. of days absent	-1.6191	0.3909	?

a. Complete above ANOVA table and Coefficient table.

b. Fit a multiple regression model and predict the value of Y when aptitude test is 10 and number of days absent is 8.
c. Is there any significant relationship between dependent and two independent variables? (Test at 5% significance level).
d. Test the significance of the estimated regression coefficient of X_2 at the 5% significance level.
e. What proportion of variation in scores (Y) is explained by two independent variables? Also compare this result with the conclusion derived from (iii). Do they give same conclusion?
f. Compute the standard error of estimate and interpret its meaning.
g. Give a 90 percent confidence interval for the slope coefficient of aptitude test.

POKHARA UNIVERSITY

Level: Bachelor   Semester: Spring   Year: 2025
Programme: BBA/BBA-BI/BBA-TT   Full Marks: 100
Course: Financial Management   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"
Very Short Answer Questions

Attempt all the questions. [10×2]
1. What are the decisions involved in financial management?
2. What is optimal capital structure?
3. Differentiate between business and financial risk.
4. What is cash BEP? What does it measure?
5. How can cash conversion cycle be reduced?
6. If conversion price is Rs.50 and market price of share is Rs.60 what should be the initial conversion premium?
7. What is the minimum value of convertible bond?
8. Briefly explain the motive of holding cash.
9. A firm has cost of goods sold of Rs 360,000 and average inventory of Rs 60,000. What is its inventory turnover? Assuming 360 days in a year, what is its inventory period?
10. Brief in short about call option and put option.

Section "B"
Descriptive Answer Questions

Attempt **any six** questions. [6×10]
11. What do you know about agency relationship? Explain how agency problem can be resolved in the business firm?
12. The following information is given for the purpose of calculating break-even point.
    Selling price = Rs 5, Variable cost = Rs 3 and fixed cost = Rs 24,000 including depreciation of Rs 8,000.
    You are required to calculate:
    a. Operating BEP
    b. Cash BEP
    c. Why do you calculate cash BEP if you have an operating BEP figure?
    d. Sales if the desired profit is Rs 30,000.
    e. Sales if desired profit after tax is Rs 20,000 and income tax rate is 40 percent.

13. Guru Trading Company has 2.4 million shares of common stock outstanding and the present market price per share is Rs 36. Its equity capitalization is as follows:

Common stock, Rs 2 par	Rs 4,800,000
Additional paid-in-capital	5,900,000
Retained earnings	87,300,000
Shareholders' equity	Rs 98,000,000

   a. What would happen to these accounts if the company were to declare 12 percent stock dividend?
   b. If the company were to declare 3-for-2 stock split, what would happen to the equity account?
   c. What is the purpose of stock dividend?

14. The ABC Company has warrants outstanding that allow the holder to purchase 3 shares of stock for a total of Rs 60 for each warrant. Currently, the market price per share of the company common is Rs 18. Investors hold the following probabilistic beliefs about the stock 6 months hence:

Market price per share	Rs 16	Rs 18	Rs 20	Rs 22	Rs 24
Probability	0.15	0.20	0.30	0.20	0.15

   a. What is the present theoretical value of the warrant?
   b. What is the expected value of stock price 6 months hence?
   c. What is the expected theoretical value of the warrant 6 months hence?
   d. Would you expect the present market price of the warrant to equal its theoretical value? If not, why not?

15. Biju Noodles Company has an inventory turnover of 12 times each year, an average collection period of 45 days, and an average payment period of 40 days. The firm spends Rs 1 million on operating cycle investments each year. Assuming a 360-day year:
   a. Calculate the firm's operating cycle.
   b. Calculate the firm's cash conversion cycle.
   c. Calculate the amount of negotiated financing required to support the firm's cash conversion cycle.
   d. If the firm's operating cycle were lengthened, without any change in its average payment period, how would this affect its cash conversion cycle and negotiated financing need?

16. Jalvidhyut Company (JC) needs a drilling machine for tunnel construction. Leasing the machine on a 4 year contract with a lease payment of Nrs. 50K per year with payments at the end of year. Alternatively, can purchase the machine at Nrs. 200,000. The cost of capital is 10%. The machine falls into the MARCS 3 year class, has a residual value of Nrs. 20,000. The financing for machine is 12% and tax rate of 35%.
   a. What is PV of leasing? [2]
   b. What is PV of owning? Should we purchase or not? [6]

c. What are the advantage of leasing over purchasing? [2]
17. What do you mean by mergers and acquisitions? Explain the motives behind mergers and acquisitions.

<center>Section "C"</center>
<center>**Case Analysis**</center>

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

A. Bhatbhatini Supermarket has centralized billing system. Payments are done by customers to the central billing. It requires, on an average, four days for customers' mailed payments to reach the central location. An additional day and a half is required to process payments before a deposit can be made. The firm has a daily average collection of Rs. 500,000. The company has recently investigated the possibility initiating of lock-box system. It has estimated that with such a system customers' mailed payments would reach the receipt location two & a half day sooner. Further, the processing time could be reduced by an additional day because each lock box bank would pick up mailed deposit twice a day.

a. Determine how much cash would be freed up through the use of lockbox system. [2]
b. Determine the annual gross rupee benefit of the lockbox system, assuming the firm could earn 5 % return on released funds in part a) by investing in short term instruments. [4]
c. If the annual cost of lock-box system will be 75,000; should such system be initiated? [4]

B. Delicious biscuit factory requires 20,000 bags of wheat per year for the production of biscuit. Each bag contains 50Kgs of wheat and purchase price per kg is Rs 25. It costs 10% for holding the inventory of wheat in a stock per year and ordering cost per order is Rs 125. The factory has 5 days of lead time and need to maintain 10 days consumption in safety stock. Assuming days in a year 360.

a. What is the EOQ in Kgs?
b. What is the total inventory cost including safety stock?
c. At what inventory level should a reorder be placed?
d. If the suppliers of wheat offers 0.2% quantity discount for the order size of 40,000 Kgs of wheat, should the biscuit factory accept the offer?

POKHARA UNIVERSITY

Level: Bachelor   Semester: Spring   Year: 2025
Programme: BBA/BBA-BI/BBA-TT/BCIS/BHCM   Full Marks: 100
Course: Management of Human Resources   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"
Very Short Answer Questions

Attempt all the questions. [10×2]

1. What are the essential skills of HR manager?
2. What do you mean by recruitment of protected classes?
3. What are the factors affecting human resource demand forecasting?
4. List out any four psychological principles of learning.
5. Differentiate between job description and job specification.
6. What is a 360° performance appraisal?
7. Differentiate between pension and gratuity.
8. Mention any four causes of grievances in an organization.
9. How managers can create a safe and healthy work environment?
10. What do you understand by 'Red Hot Stove' rule?

Section "B"
Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. "Since the establishment of this discipline, the role of human resource manager has changed and become more challenging." Discuss this statement in the context of changing roles and challenges of HRM in the modern business era.
12. "Recruitment is a process of creating a pool of candidates from which the organizations select the best candidate". Briefly, discuss the statement with method of internal and external source of recruitment?
13. **"**Unlike skills training, management development focuses on the overall development of a manager". In light of this statement, discuss the methods used in management development and explain which method is more important in management development?
14. What are the benefits of performance appraisal? Describe any three absolute standard methods of performance appraisal. [3+7]
15. What are the major types of retirement benefits programs offered by Nepalese organization? Explain.
16. Occupational Health and Safety (OHS) is a growing concern for organizations all over the world. How do you see its relevance to Nepalese organization? Discuss.

17. Explain the process of collective bargaining in detail.

Case Analysis

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

Shanti Hospital, a mid-sized healthcare facility in Kathmandu, Nepal, has been a crucial provider of healthcare services for lower and middle-income individuals for over a decade. With a workforce of around 300 employees, including doctors, nurses, administrative staff, and support personnel, it has earned a reputation for quality care. However, in recent years, the hospital has faced growing complaints from patients, guardians, and employees, affecting operations, staff morale, and overall service quality.

In response, the executive team convened a meeting where HR Manager Mrs. Anjali Thapa outlined several critical human resource issues undermining the hospital's performance. She emphasized that the HR department is often undervalued by the line departments, exacerbating existing challenges.

Despite the hospital's commitment to high-quality care, the HR department struggles to implement effective training programs due to budget constraints and limited managerial support. Many employees feel unprepared for evolving medical technologies and patient care protocols, leading to inconsistencies in skill levels and diminished service quality. Mrs. Anjali recognizes the urgent need for structured training but lacks the necessary resources.

Mrs. Anjali has identified the need for a comprehensive job analysis to define responsibilities clearly and streamline training initiatives. Nepal's healthcare sector is highly competitive, with skilled professionals preferring larger hospitals or private clinics offering better pay and benefits. As a result, Shanti Hospital is often understaffed, placing excessive burdens on existing employees and compromising patient care. Mrs. Anjali has explored enhanced recruitment strategies, such as job fairs and social media outreach, but with limited success.

Additionally, there is a disconnect between line managers and the staff managers. Staff feel they are excluded from decision-making processes, leading to frustration and disengagement. The formation of a trade union has further complicated matters. Employees organized the union to demand better working conditions, fair wages, and improved benefits. While highlighting critical concerns, the union has also led to tensions with hospital management. Some administrators view it as a threat to their authority, resulting in conflicts, strikes, and operational disruptions. Mrs.

Anjali is now tasked with managing these tensions while addressing employees' demands.

External challenges also pose difficulties. The government provides inadequate support to mid-sized hospitals like Shanti Hospital. Bureaucratic red tape and funding limitations make it difficult to secure resources for staff training and development. Mrs. Anjali has sought government assistance, but responses have been lukewarm, leaving the hospital to navigate its struggles with minimal external aid.

As these HR challenges mount, Mrs. Anjali is determined to find solutions that balance staff welfare with patient care. However, she remains uncertain about where to begin.

Questions:
a. What are the major issues in the case?
b. What strategies should Mrs. Anjali implement to improve recruitment and retain skilled professionals?
c. How can the hospital bridge the gap between line and staff personnel to enhance collaboration and communication?
d. What steps should Mrs. Anjali take to conduct a comprehensive job analysis that clarifies roles and responsibilities for all positions within the hospital?