

# POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2025

Programme: BBA/BBA-TT/BHM

Full Marks: 100

Course: Fundamentals of Entrepreneurship

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 factors influencing entrepreneurial intentions?
2. Define window opportunity.
3. Define eco-preneurship?
4. What are the major advantages of the first mover?
5. Define trademark.
6. List out any four common reasons why business plans fail.
7. Define the term e-commerce with suitable example.
8. Write four barriers to international trade.
9. Mention any two characteristics of social entrepreneurship.
10. Mention any two risk reduction strategy for new entry exploitation.

## Section "B"

### Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. "As the developed countries are more focused on their growth and development by empowering the entrepreneurs? What roles can entrepreneurship catalyzes sustainable economic development in a developing nation like Nepal?"
12. Explain the methods of generating new ideas and solving problems.
13. Briefly explain the factors for motivation to go global for entrepreneurs and the factors affecting it.
14. Define patent. Explain the procedures for obtaining patent rights in Nepal.
15. What is business plan? Describe the major process of business planning.
16. Explain the entrepreneurial and managerial functions that an entrepreneur needs to perform.
17. Describe the risk reduction strategy for new entry exploitation.

Section “C”  
**Case Analysis**

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

**Data Plus**

US born Jeremy Steinberg, CEO and a co-founder of Data Plus, had visited Cambodia in November 2000 on vacation from his job as a McKinsey consultant in the United States. He was struck by the level of poverty in the country, and the lack of opportunities for young people to build careers and provide for their families. Steinberg concluded that Western demand for IT outsourcing services could be satisfied by Cambodian workers, given the right resources and training. Upon his return to the United States, Steinberg, a graduate of Saint Cloud State University, looked for advice and, ideally, participation from his network of friends and colleagues. On a return trip to Cambodia in February 2001, he and four others

Visited Phnom Penh and investigated sustainable ways of providing employment and education to the disadvantaged youth in Cambodia’s capital. They decided to create an IT outsourcing business that would provide data entry and digitization services. During the first few years, Data Plus’s revenue came from a number of U.S. contracts for data entry and digitization that were sourced by the company’s U.S. management team. Data Plus decided to open two new offices outside of Phnom Penh in order to reach disadvantaged youth who were unable to move to the capital city to further their education.

On the business side, Data Plus had to compete with other much larger IT providers, including Aptara, SPI Technologies and Apex Data Services, to win international contracts. Due to its small size, partnerships were very important to Data Plus. When it lacked capacity, Data Plus outsourced to a number of smaller IT outsourcing firms. Data Plus leveraged these partnerships to learn about new digitization processes that it could build on to win future work.

Training new recruits was a critical component of Data Plus’s model. The company trained new staff for about six months before they started as operators on client projects. In order to help as many people as possible and maximize the company’s social impact, an operator could only stay with Data Plus for four years before he or she graduated. Fewer than 10% of employees then continued with Data Plus in management roles; the rest moved on to other local firms, usually into higher-paying positions.

One of the most pressing challenges and considerations for future growth pertained to how work was allocated among Data Plus's three offices. The three offices were largely specialized. The Laos office primarily performed xml tagging services, Battambang academic data entry and survey work, and Phnom Penh digitization of print publications. Although Data Plus had signed up some local clients, such as

Mobitel, all three offices still relied on international contracts generated by the U.S.-based sales team for the vast majority of their revenue. Meanwhile Data Plus senior management had been approached by a large international nonprofit interested in bringing Data Plus's model to the countries in which it worked, through a partnership with Data. In order to potentially benefit from Data Plus's IT outsourcing expertise and brand, the NGO would

provide the capital and human resources required for a fast-paced expansion. Since the partner had the capacity to provide the new Data Plus /partner office with a revenue source, this model of expansion could be pursued without putting significant additional pressure on Data Plus's sales organization, though the precise division of sales was unclear.

### **Questions**

- a. How does Steinberg created an employment opportunity for disadvantaged youth in Cambodia capital?
- b. How did Data Plus Company compete with other larger IT providers?
- c. Explain how Data Plus Company managed the employees in various offices?
- d. List out the various success factors for the growth of Data Plus Company.

# POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2025

Programme: BBA/BBA-BI/BBA-TT/BCIS

Full Marks: 100

Course: Fundamentals of Operations 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. State any four functions of operation manager.
2. Define competition advantages in operation system.
3. Define concept of design capacity.
4. Define the critical ration.
5. What is KANBAN?
6. Define Fishbone Diagram.
7. Differentiate between backward integration and forward integration.
8. What is type one errors in product control.
9. Construct a service blueprint for hospital admission process.
10. A company that processes fruits and vegetables is able to produce 1000 cases of canned peaches in 3.5 hours with 5 workers. The electricity cost is Rs 10 per kilowatt-hour. The company uses two 500 watt. machines for 3 hours. What is the productivity?

## Section "B"

### Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Define the operation management. How is a operational activities are changing over the time. Explain.
12. What is house of quality? Construct the house of quality of any organization on your choice.
13. The following data represent the size of product from when the process was in control.

Sample	Observations			
	1	2	3	4
1	10	12	10	12
2	10	12	13	13
3	10	10	9	11
4	11	10	9	14
5	12	12	12	12

[For n=4, A2=0.729, D3=0, D4=2.282]

- a. Calculate the control limit for Mean Chart and Range chart.
  - b. Is the process still in control? Explain.
14. A manufacturer of baby strollers purchases the seat portion of the stroller from a supplier who lists these prices: less than 1,000 seats, \$5 each; 1,000 to 3,999, \$4.95 each; 4,000 to 5,999, \$4.90 each; and 6,000 or more, \$4.85 each. The annual usage is 4,900 seats, ordering cost are \$50 per order and a holding cost of 20% of the unit price per year. Determine the optimal order quantity.
15. Five jobs are waiting to be assigned at cozy architects. Their work times and due date are given in the following table.

Jobs	A	B	C	D	E
Processing time	6	2	8	3	9
Due date	8	6	18	15	23

Set the processing sequence according to EDD and SPT. Also, interpret your results.

16. Outline the major types of waste in operation. Also, suggest the methods to overcome it.
17. Define the term outsourcing. Do you see any risks in outsourcing? If yes, outline the major risks of outsourcing faced by the operational manager under the operational system.

#### Section “C”

#### Case Analysis

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

US-based coffee company and coffeehouse chain Starbucks Corporation (Starbucks) was popular for giving its customers a highly enjoyable experience through its hand crafted cold and hot beverages. The coffee company, spread out globally, sourced its supplies from different corners of the world and offered customers what was known as the unique ‘Starbucks Experience’. Every customer who visited Starbucks in any of its stores in 76 countries enjoyed a similar experience of great coffee and service, thanks to its highly agile supply chain. In 2008, after a wave of rapid expansion, Starbucks witnessed a downturn in its fortunes. On examining the reasons, Starbucks found out that its existing supply chain was unable to cope with the massive development and needed an overhaul. Starbucks then went about eliminating the complex procurement, transportation, warehousing, and distribution systems and substituting it with highly responsive systems, which made Starbucks a company with the most admired and efficient supply chain in the world. Starbucks, the global coffeehouse chain, has long been recognized not only for its premium coffee but also for its efficient supply chain management. However, as the company expanded globally, it faced significant challenges in maintaining the quality, consistency, and sustainability of its supply chain. By the early 2000s, Starbucks realized that

its existing supply chain model was not scalable enough to support its rapid growth.

Starbucks' aggressive expansion strategy led to a complex and fragmented supply chain. The company struggled to maintain consistency in product quality and delivery timelines across different regions. As a company committed to ethical sourcing, Starbucks faced pressure to ensure that its coffee beans were sourced sustainably. However, the existing supply chain lacked transparency, making it difficult to track the origin of raw materials. The supply chain was plagued by inefficiencies, including high transportation costs, inventory mismanagement, and a lack of integration between suppliers, distributors, and retail outlets. With increasing competition, customers demanded faster service, personalized experiences, and consistent quality. The existing supply chain was not equipped to meet these expectations.

Starbucks shifted from a decentralized supply chain model to a centralized one. This involved consolidating procurement, manufacturing, and distribution under a single global logistics system. The company established regional distribution centers to streamline operations and reduce costs. Starbucks invested heavily in technology to enhance supply chain visibility and efficiency. It implemented advanced analytics, IoT (Internet of Things) devices, and block chain technology to track the journey of coffee beans from farms to stores. This ensured transparency and sustainability in sourcing. Starbucks strengthened its relationships with coffee farmers and suppliers. It introduced programs like Coffee and Farmer Equity (C.A.F.E.) Practices, which provided training and resources to farmers, ensuring high-quality and ethically sourced coffee beans. The company committed to reducing its environmental footprint by optimizing transportation routes, using eco-friendly packaging, and sourcing 100% of its coffee through ethical practices. It also set ambitious goals to reduce waste and carbon emissions. Starbucks leveraged data analytics to understand customer preferences and predict demand. This enabled the company to optimize inventory levels, reduce waste, and offer personalized products and services.

The centralized supply chain model and technology integration significantly reduced operational costs and improved delivery timelines. Starbucks was able to maintain consistent product quality across its global network. The company achieved its goal of sourcing 99% of its coffee ethically by 2020. The use of block chain technology ensured transparency, building trust among customers and stakeholders. By leveraging data analytics, Starbucks was able to anticipate customer needs and offer personalized experiences. This resulted in higher customer loyalty and increased sales. The supply chain transformation gave Starbucks a competitive edge in the market. The

company was able to scale its operations efficiently while maintaining its commitment to quality and sustainability.

Starbucks' supply chain transformation is a testament to the importance of adaptability and innovation in today's dynamic business environment. By addressing its challenges head-on and implementing strategic changes, Starbucks not only improved its operational efficiency but also reinforced its brand values of quality, sustainability, and customer-centricity. This case study serves as a valuable example for other organizations looking to transform their supply chains in the face of growth and changing market demands.

**Questions:**

- a. How Starbucks is one of the best coffee house chain in the world?
- b. Mention factors affecting mission and develop Starbucks mission statement.
- c. What were the primary challenges Starbucks faced in its supply chain before the transformation, and how did these challenges impact its global operations?
- d. What lessons can other companies learn from Starbucks' approach to balancing rapid growth with ethical sourcing and customer satisfaction?

# POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2025

Programme: BBA/BBA-BI/BBA-TT/BHM (Old)

Full Marks: 100

Course: Introduction to Management Information  
System

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. Define DDL, DML used in database language.
2. Write any two features of PMS.
3. Define primary and foreign key.
4. What is ring network topology? Give an example.
5. Why cache memory is used in computer system?
6. Define VAN and VPN.
7. What is data dictionary?
8. What is Electronic Data interchange?
9. Define Compiler and give an example.
10. What is OLAP?

## Section "B"

### Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. What is a multidimensional data model? Can this model enhance the capabilities as a Decision Support System? List out the advantages of a DSS in an organization.
12. Explain the concept of SDLC and its stages. Compare waterfall model and prototyping model in information system development.
13. What are the success factors of e-commerce? How are electronic payments settled in e-commerce process?
14. What are the risks in the information system? Briefly explain the risk management strategies applied in information system.
15. a. Draw a block diagram of digital computer and explain the various hardware components in brief.  
b. What are the requirements of a corporate PC? Discuss.
16. Explain Global Distribution System (GDS), Computer Reservation System (CRS) and Point of Sale (POS) with their business value and real applications in hospitality industries.
17. Explain different network topologies used in information system. How Mesh topology is different? Give a real world example.



Section “C”  
**Case Analysis**

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

**The Big Data for Human Resource Management**

The concept of big data has existed for a while, but it gained proper attention only a couple of years ago. Big data is exactly what it is called, an enormous collection of data that is mostly found in online databases. It can be used in order to create very detailed reports that have the power to completely change the way several industries operate. Using big data in the recruitment process can be exceptionally beneficial for all the parties involved.

There are three parties usually involved in the recruitment process. They are employers, candidates and recruiters. An employer's primary goal is finding a person who will be a perfect fit for the open position and will increase the company's profits. A candidate is looking for a job that will provide them with the money to meet their needs and will allow them to fulfill their potential and grow professionally. Recruiters are focused on finding these perfect matches to be of the best use to their clients. Information is the key to make sure that every party gets exactly what they need, and big data can provide this information in abundance.

A company performance report generated using this technology can provide a detailed and correct prediction of employee behavior. It can be used to create a blueprint that a candidate will need to match in order to fit into the position perfectly. Recruiters can use this in order to ensure that only the best candidates are offered the job. This will make the process of recruitment much more efficient and faster. Creating a database of candidates with the same detailed reports on each of them (the reports will be based on the statistics of their behavior in school and previous jobs) will ensure that perfect matches are found for every job. The reports based on big data are so refined that they can successfully predict the potential of every candidate and allow the employers to see how much profit they will be able to generate by hiring this person.

Although the benefits of using big data are undeniable, there are certain problems associated with implementing this technology. The most important of them is a lack of people who possess the analytical thinking skills sufficient to analyze and interpret the reports. Current level of technology also limits the number of companies that can use big data, as not everyone has the means to afford the equipment necessary to work with such a huge amount of information.

The future of recruitment definitely lies with big data. The only things that prevent it from being used today are technicalities that will be dealt with as the technology progresses further.

**Questions:**

- a. What do you mean by Big Data? Provide context from the case. [5]
- b. What is the employer primary goal of finding the person? [5]
- c. Is the Big Data enough for recruitment processes? [5]
- d. What are the benefits for using Big Data? [5]