POKHARA UNIVERSITY

Level: Bachelor | Semester: Spring | Year: 2025
Programme: BBA/BBA-BI | Full Marks: 100
Course: Essentials of e-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"

Very Short Answer Questions

Attempt all the questions. [10×2]

1. Compare the concept of e-business and e-commerce.
2. What are the major factors that affect the online consumer behavior?
3. Write down the importance of integration of product catalogue.
4. Define the term archiving in e-contracting.
5. What do you understand by IPSEC?
6. What do you mean by digital signature?
7. What do you mean by e-cash and e-cheque?
8. How do you define viral marketing?
9. Define the term hybrid distribution.
10. What is the significance of an e-business plan?

Section "B"

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Explain the impact of e-business technologies on economic growth, market competitiveness and productivity.
12. Discuss the advantages and disadvantages of database management systems (DBMS) in e-business.
13. Explain Digital marketing strategy with its various tools and techniques used in digital marketing?
14. a. How is e-purchase different from e-procurement?
    b. What is buy side and how does it differ from sell side?
15. Explain in detail the structure of contract. What are the legal issues that may arise in doing e-business?
16. Define the term online distribution. Explain various components of distribution system and explain the model of electronic software distribution (ESD) with an example.
17. A company is planning to introduce an advanced online payment system to replace traditional methods. What factors should be considered to ensure the payment system is secure, user-friendly and widely accepted?

Section "C"

Case Analysis

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

Although support for the green movement is growing, most consumers want to know how going green can save their money. Until recently, acquiring this information was difficult for the average consumer. Now the explosive growth of mobile applications is creating a solution to this problem. These 'green' apps enable users to save money and/or locate green products by making small changes in their everyday lives. For instance, zero gates' Meter Read iPhone app allows users to monitor their energy usage. Founder Mark Barton claims that by adopting these suggestions, he was able to decrease his monthly energy bill by $50.

In addition to helping consumers save money, mobile apps can also help to combat green washing, Green washing occurs when markets claim that a product is greener than it really is. Because there are very few guidelines on what constitute a green product, consumers must often research products before they enter the store. One of the most popular green mobile apps, known as God Guide, is eliminating this problem.

Consumers with app can use their phones to photograph product barcodes. The app will then provide information on the sustainability of the product while the consumers are still in the store. Green apps have the potential to revolutionize the green movement, particularly as it meets consumer desires for cost savings and convenience. Perhaps best of all, many of the apps are relatively inexpensive, ranging from free to a few dollars.

Questions:

a. What do you understand by Green products? Given example. [5]
b. What are some of the barriers preventing consumers from buying green products? Explain how they are barriers. [5]
c. How can mobile apps help consumers to be more "Green"? [5]
d. What are some ways that mobile apps are combating green washing? Discuss. [5]

POKHARA UNIVERSITY

Level: Bachelor	Semester: Spring	Year: 2025
Programme: BBA		Full Marks: 100
Course: Introduction to International 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"

Very Short Answer Questions

Attempt all the questions. [10×2]

1. Define globalization.
2. Outline the two features of mercantilism.
3. Define the greenfield investment in FDI.
4. Define the LDC privilege of WTO.
5. What is concept of nearshoring?
6. Define the concept of global strategy with examples.
7. Write the nature of ethnocentric culture of Multinational Company.
8. Write the concept of dirty float in foreign exchange?
9. Define the cultural shock.
10. What is trunky project?

Section "B"

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Define the international business. Explain the major challenges face by manager in international business with suitable examples.
12. What are the reasons for the poor growth and development of Foreign Direct Investment in Nepal? What factors government should consider to attract the FDI? Explain.
13. "Trade deficits of Nepal are surging alarmingly due to Nepal's membership to WTO." Do you agree or disagree? What might be the short and long term measures to reduce such deficits in the future? Explain.
14. Political risk in international business is the possibility that a company's operations and profits could be affected by political events in a foreign country. Explain sources of political risks, also outline the way to mitigate political risk as manager in international business.
15. Explain licensing and franchising with its pros and cons for entering the foreign market.
16. What do you understand by employee expatriate? How can a multinational company reduce the rate of expatriate failure? Explain.
17. Explain methods to minimize the currency risk in international business with suitable examples.

Section "C"

Case Analysis

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

Starbucks is a global coffee company with stores in over 80 countries. They source coffee from more than 400,000 farmers in 30 countries. Starbucks has a variety of strategies to compete in the global coffee market, including : Ethical sourcing-Starbucks uses the Coffee and Farmer Equity (C.A.F.E.) Practices program to ensure that coffee is grown sustainably and that farmers are treated fairly. Starbucks buys about 3% of the world's coffee. They work with farmers to ensure that coffee is grown sustainably and fairly. Brewing- Starbucks uses innovative equipment to enhance the coffee experience. Marketing- Starbucks uses storytelling to connect with customers and show that their stores are more than just places to get coffee. Partnerships- Starbucks partners with companies to improve the customer experience and tap new markets

From its first location in Seattle's Pike Place Market in 1971, Starbucks has grown into one of the largest coffee chains with 7,225 locations in markets across the world in 2003. The company purchases and roasts high-quality coffee beans that are then brewed and retailed in trendy designer coffee shops that cater to a loyal following of young urban professionals who appreciate the distinct taste of Starbucks' coffee. The company's road to success began in 1985, when, after convincing the founders of Starbucks to test the coffee bar concept, the then director of retail operations, Howard Schultz, started his own coffee house to sell Starbucks coffee under the name Il Giornale. With in two years, Schultz purchased Starbucks and changed its company's name to Starbucks Corporation. Since then, the company has expanded rapidly, opening stores in key markets and creating a "corporate coffee culture" in each of the urban areas in which it settled. Coffee bars are located in high-traffic areas and include large bookstores, suburban malls, universities, and high-traffic intra-urban communities. Popularity has not come without a price for Starbucks. Coffee prices fell considerably in the late 1990s and led to the displacement of thousands of farmers.

The main reason for a fall in the price of coffee was the oversupply that arose from improved production techniques and from a crop boom in the 1990s. Although Starbucks only purchases approximately 1 per cent of the global supply of coffee, its high profile has made it a main target for protestors who accuse the coffee giant of not providing a fair price to coffee growers; this, despite Starbucks' policy of purchasing high-quality beans at premium market prices. To address the concerns of protestors, Starbucks introduced Fairtrade Endorsed coffee to its coffee houses. While the amount of Fairtrade coffee sold by the company is insignificant, at 1 per cent of total sales, it is enough to portray the company as progressive and avert a consumer boycott. The company directly operates 3,779 coffee houses in the United States in 2003. Unlike many coffee and fast-food chains, Starbucks does not franchise (license the right to operate one of its stores) to individuals in the United States. It does, however, negotiate licensing agreements with companies that have control over valuable retail space, such an airport or hospital. In 2003, there were 1,422 Starbucks stores operating under licenses.

With coffee houses in 28 countries, today Starbucks has a global presence. In contrast to its domestic operations, the vast majority of Starbucks' international operations are through licenses. Indeed, of 2,024 international stores in 2003, 1,257 were licensed. Starbucks might have operations in far away countries like Australia, Oman, and China, but it is not global in its scope of operations. In 2003, 73.5 per cent of its stores were located in its home region of North America, including operations in Canada, Mexico, and Puerto Rico. An even larger portion of Starbucks' revenues and operating income are home-region oriented. The United States alone accounts for 85.2 per cent of revenues and 99 per cent of operating income. International operations, including those that are directly owned and operated by Starbucks, require a higher degree of administrative support to be responsive to country-specific regulatory requirements. In addition, because these are mainly new markets, economies of scale in marketing and production have not yet materialized.

Questions:

a. Why does Starbucks rely on licenses for most of its international operations? Does the firm risk the dissipation of its managerial or technological advantages?
b. Can you argue that Starbucks is a global company regardless of the strong dominance of its home region in terms of sales and locations? Please explain.
c. What accounts for the discrepancy between percentage of foreign locations and percentage of foreign net revenues?
d. What are some of the reasons why Starbucks chooses to retain operational control of its domestic operations?