

POKHARA UNIVERSITY

Level: Bachelor

Programme: BBA/BI/TT/BHM

Course: Introduction to Management Information System

Semester: Spring

Year: 2021

Full Marks: 100

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]

Define information system.

1. What is data? Explain in brief.

2. Describe "Property management system" in brief.

3. Why cache memory is used in computer system.

4. List any four benefits of Telecommunication Network.

5. What is Client Server network?

6. What is Microsoft Access? Why it is preferred?

7. What is online analytical processing (OLAP)?

8. What is Global Distribution Systems (GDS)? Give an example.

9. What is volatile memory? Give an example.

10. What is Super Computer? What are its features? Where it is used?

Section "B"

Descriptive Answer Questions

Attempt any six questions. [6×10]

11. What is Super Computer? What are its features? Where it is used?

12. Draw a diagram of Enterprise Resources Planning Architecture. Explain the benefits and challenges of ERP.

13. Explain the concept of System Development Life Cycle (SDLC) and its stages

14. Explain different network topologies used in information system.

15. What is DSS? Explain components and business applications of DSS with examples.

16. a) Explain Computer Reservation System (CRS) and Point of Sale (POS) with their business value.

b) What do you mean by DBMS Explain different advantages of DBMS over traditional file processing system?

17. Why do we need an Information System in business? Explain with relevant examples.

Section "C"
Case Analysis

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

Supply Chain Management hassles in Nepal

A general perception that the term 'supply chain management (SCM)' creates is that practically every product that reaches an end-user goes through a well-calculated and estimated process. From the rice that we consume each day to the drinks we choose, everything is delivered to us through several processes; all aligned in the supply chain. The supply chain system binds components like production, distribution, storage, import, and export together. It is, thus, observable that the SCM has a cascading impact on almost all aspects of the trade. This makes it obvious that if the SCM is faulty, a country's progress is almost impossible. As Nepal strives for economic growth, growing competence in this area by improving the linkages of various components of the sector is vital. However, the problems facing SCM in Nepal is as straightforward as it is profound: supply chain bottlenecks. Nepal, at present, is pushing for good infrastructure. However, hovering above the country's infrastructural development are supply chain bottlenecks. A supply chain majorly consists of eight components, namely, planning, information, source, inventory management, production, location, transportation, and return of goods. While the rest of the world is looking for extending the efficiency of the supply chain, Nepal is still struggling to keep up with the interdependency between each of these components resulting in the incapability of achieving the bottom line i.e. profit. For, instance, there are 100,890 nurseries (both government and private) all over Nepal for the production of apples, which is one of the high-value priority commodities. Nevertheless, producers lack appropriate information about the market, packaging materials, logistics, and storage and processing facilities. As a result, apples are not graded and all shapes and sizes of apples are packed in beer cartons and carried to markets. Moreover, the transportation costs are high due to the lack of transportation facilities. Overall, the components of the supply chain lack interdependency and are not cost-effective as well.

As stated, transport and logistics are one of the many components of the supply chain. Due to the poor road condition affecting the transportation of goods and the warehouse 'godown' concept of storing goods without any systematic segregation based on the nature of the items, some significant issues have been arising in the supply chain.

The SCM system of our country is poor, majorly due to the supply chain bottlenecks, lack of coordination between the components of the supply chain, and also due to some of the faulty principles it is based on since the

existing SCM does not provide sustainable and long term solutions. A realistic starting point is to acknowledge the low standard of materials supplied in the country as well as the lack of competitiveness among the components of SCM and address the importance of excellent products with international standards and cost-effective service delivery. More precisely, importance should be given to enhancing national capacity and leadership in each of the components of the supply chain and developing a global coordination mechanism to put the components in place. Moving towards increasing visibility and availability of the stock of goods rather than outdated notions of the 'godown' concept is also needed. Such a change in the management and approach of SCM is likely to help Nepal's production and supply smoother in the future.

Questions:

[4×5=20]

- a) What is Supply Chain Management system in your opinion?
- b) What are the major problems and challenges related to supply chain that Nepal is facing?
- c) How the concept of SCM system can be used in various business in Nepal.
- d) Who will be more benefited, due to the use of SCM system, how?

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Section "A"

Very Short Answer Questions

Attempt all the questions. [10×2]

1. What do you mean by financial crisis?
2. Why are Banks regulated?
3. Compare between unit banking and branch banking.
4. What is a Point of Sale (POS)?
5. Why are items off-balance sheet?
6. What is meant by operating efficiency?
7. What are the components of Tier 1 and Tier 2 Capital?
8. Define commercial paper.

9. Interest Income:	NPR 10,000
Interest Expenses:	NPR 6,000
Total Assets:	NPR 25,000
Total Debts:	NPR 15,000
Share Capital:	NPR 4,000
Reserve Funds:	NPR 2,500

Calculate:

a) Debt to total assets ratio.
b) Total debts to total equity ratio.
10. How bank liabilities can be managed?

Section “B”

Descriptive Answer Questions

Attempt **any** six questions. [6×10]

11. Define commercial banks. Explain briefly the service provided by commercial bank.

12. How the directives of Nepal Rastra Bank (NRB) are providing helpful to efficient operation of commercial banks and other financial institutions in Nepal?

13. Who appoints the CEO of a bank? Describe the organizational structure of a commercial Bank.

14. What are the guidelines relating to financial statements?

15. Describe the framework for evaluating bank performance.

16. What is capital? What is the importance of capital management in the banks?

17. Write short notes on:

- Non-deposits source of funds
- Internet banking

Section "C"
Case Analysis

18. The following information is for City National Bank

Interest Income	Rs 2,100
Interest Expense	Rs 1,400
Total Assets	Rs 30,000
Securities Gains (losses)	Rs 21
Earning Assets	Rs 25,000
Total Liabilities	Rs 27,000
Taxes Paid	Rs 16
Shares of Common Stock	5,000
Noninterest income	Rs 700
Noninterest Expense	Rs 900
Provision for Loan Losses	Rs 100

- Consider the above information, Calculate Return on Equity (ROE) and Return on Assets (ROA), Net Interest Margin, and Earning per share and Net operating Margin. [15]
- Liabilities management is one of the challenges to the bank. Explain the different techniques banks should use for liabilities management. [5]

Level: Bachelor
Programme: BBA/BI/TT/BCIS/BHCM
Course: Principles of Marketing

Semester: Spring

Year: 2021

Full Marks: 100

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 marketing.
2. Define the terms micro and macro environment.
3. What do you mean by positioning?
4. What is marketing Information System?
5. What is market skimming pricing?
6. Briefly explain an importance of segmenting the market.
7. Write down two causes of channel conflict in distribution.
8. What is branding?
9. Mention two factors that influence pricing of a product.
10. What is public relationship?

Section "B"

Descriptive Answer Questions

Attempt any six questions. [6×10]

11. Define relationship marketing. Discuss the importance of relationship marketing to sustain in todays competitive market.
12. How does marketing information system help marketers to make good marketing strategies? Explain with examples.
13. What do you understand by the terms segmentation, targeting and positioning? Discuss briefly the bases for segmenting consumer markets.
14. Explain the major logistics function.
15. Explain the buyer decision process in details.
16. Explain the different pricing approaches adopted by the companies. In your view, which is the best approach and why?
17. Explain the term advertising. What are the factors need to be considered while designing message for an advertisement? Discuss.

Section "C"

Case Analysis

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

Mobile phones have become a necessity rather than luxury these days. They are evolving technologies in the field of telecommunication throughout the

world. They have enriched lives of individuals by allowing consumers to multi-task through their mobile phones. Almost all latest mobile phones launched in the international arena are available in Nepali market. Competition is intense among brands and they are going all out to offer consumers a wide range of features at the lowest price possible leading the race in low-cost sets are the Chinese mobile phones, which have a sizable share of the market in the lower end segment.

Features of Chinese mobiles include dual SIM card and powerful speakers along with all the usual applications that are available in the other international brands. There are two types of Chinese mobiles currently available in the Nepali market: the up market Chinese sets but this perception has changed to a great extent. Now they have gained much popularity among Nepali customers. Meanwhile, there is also an exponential demand for mobile gadgets where Chinese ones top the list. Among the varieties of Chinese mobile available, D5130 model worth Rs 2,500 is one of the largest selling mobile sets in Kathmandu, according to Rabindra Shrestha, wholesaler and retailer of Harati Traders.

They offer a wide range of price starting from Rs 1,500 and reaching up to Rs 8,000. However, there is no warranty on these cell phones. Chinese mobiles incorporate features of different international brands like Nokia, TV mobile, Sigmatel, Digital Mobile, AL Jaid and Bluetooth. The growing demand of Chinese mobiles is among middle class Nepali customers due to lower price compared to features resembling international brands. Many students buy these mobiles thinking that they are affordable and offer more applications.

Ramesh Amatya of Premiere International Pvt. Ltd who is the sole authorized dealer of Chinese brand Lephone, MBO and Mero Mobile in Nepal said "Our brands are accepted well not only with the valley but also in regions such as Ithari, Pokhara and Biratnagar. The Chinese sets available include NOke, Nokia, Giorgio, Pawan, Sunny Ericsson, Gatel, Top-1, Armami etc."

Questions:

- a) Who are target customers for Chinese mobiles in Nepal?
- b) What brand positioning strategies are adopted in Nepal by the Chinese mobiles?
- c) Explain competitive positions of the Chinese mobiles in Nepal.
- d) Whether mobile have become necessity or luxury these days? Give reasons to support answer on the evidence in the case.