

# POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2024

Programme: BBA/BBA-BI

Full Marks: 100

Course: Business Environment in Nepal

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 task environment.
2. Differentiate between SAPTA and SAFTA.
3. List out two instruments of monetary policy.
4. Mention the two environmental issues in Nepal.
5. Outline the four political risks in Nepal.
6. List out the components of Socio-Cultural Environment.
7. List any four import and export-oriented industries of Nepal.
8. Write any four constitutional bodies of Nepal.
9. Define liberalization.
10. Define Favour Nation clause of WTO.

## Section "B"

### Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Define the business environment. Explain the major ongoing changing business environment in Nepal.
12. What is Privatization? Discuss the various method of privatization with examples.
13. How does socio-cultural environment affect business decision-making? Give a brief account of the nature of social culture environment prevailing in Nepal.
14. What is technology transfer? Nepal is still backward in technology adoption, what could be the technology management issues in context of Nepal? Give your arguments.
15. Write the feature of Foreign Investment and Technology Transfer Act (FITTA), 2019? Does it help to increased the FDI in Nepal? Write with considering current provision of FITTA 2019.
16. Elucidate the governmental influence on fostering business growth within our nation.
17. Define economic system. What are the major problems and challenges facing by Nepalese economy? What could be possible solution for such problem give your logical arguments?

Section “C”  
**Case Analysis**

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

Wai Wai Noodles, a popular instant noodle brand originating from Nepal, has a significant market presence in South Asia, including India, Bhutan, and Bangladesh. Known for its distinctive taste and affordability, Wai Wai has cultivated a loyal customer base over the years. However, the brand recently found itself at the center of a controversy that has impacted its reputation and market share. In late 2023, a consumer protection organization in India conducted tests on various instant noodle brands for compliance with food safety standards. The results indicated that several batches of Wai Wai Noodles contained higher-than-permitted levels of monosodium glutamate (MSG) and lead. This discovery led to widespread media coverage, consumer backlash, and regulatory scrutiny. The Indian Food Safety and Standards Authority (FSSAI) issued a notice to the manufacturer, CG Foods India, demanding an explanation and immediate corrective actions. Additionally, several states in India temporarily banned the sale of Wai Wai Noodles pending further investigation. This incident not only affected the sales in India but also raised concerns in other markets where Wai Wai is popular.

The allegations significantly damaged consumer trust. Many loyal customers started questioning the safety of the product, leading to a decline in sales. Increased scrutiny from food safety authorities in other countries where Wai Wai is sold. The brand's image took a hit, impacting its market positioning and brand equity. The controversy led to financial losses due to the temporary bans, recalls, and reduced sales. CG Foods have not responded in Nepal by disputing the test results, claiming their internal quality checks complied with all regulatory standards. They have committed to enhancing their quality control processes. They have also launched a public relations campaign to reassure customers about the safety of their products.

**Questions:**

- a. What were the primary factors that contributed to the controversy surrounding Wai Wai Noodles?
- b. How did the controversy impact the competitive landscape in the instant noodle market?
- c. What are the long-term implications of this controversy for Wai Wai Noodles in terms of regulatory compliance and market strategy?
- d. In what ways can the company leverage technology to prevent similar incidents in the future?

# POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2024

Programme: BBA-BI

Full Marks: 100

Course: International Banking and Insurance

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. Explain international banking.
2. Define message authentication.
3. What do you mean by cross rate?
4. What is Loro and Mirror Account?
5. How are credit lines established in correspondent banking arrangements?
6. Define with example of insurance penetration and density.
7. What are the various risks faced by reinsurance companies?
8. List the roles played by the Geneva Association in the insurance sector.
9. Explain about cross-border activities in insurance?
10. Give any five examples of Catastrophic Losses.

## Section "B"

### Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Discuss the key services typically offered by international banks to facilitate cross-border transactions and support multinational corporations in managing their financial needs.
12. Examine the role of Nostro, Vostro, Loro, and Mirror accounts in international banking operations. How do these accounts facilitate the settlement process and manage counterparty risk in cross-border transactions.
13. What do you mean by Message Authentication? Discuss the importance of message authentication techniques in securing communication channels and preventing fraud in correspondent banking transactions. [3+7]
14. Discuss the factors affecting exchange rate.
15. What do you mean by Lloyd's of London? Explain the role of Lloyd's of London in international insurance and reinsurance industry.
16. Explain the influence of international insurance on the Nepalese insurance market, exploring areas such as product innovation, regulatory impacts, and market competitiveness. [3+7]

17. Highlight importance of international associations in the insurance industry. List out some notable international insurance associations and forums. [6+4]

Section “C”

**Case Analysis**

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

J.B. Electronic Shop, located in Dhangadhi, Kailali, Nepal, has been sourcing electronic goods from M.B. Electronic Company, a reputable supplier based in Mumbai, India, for several years. However, recent challenges in international remittances have posed a threat to their longstanding business relationship. Due to inefficient payment methods and complex cross-border transactions, J.B. Electronic Shop has encountered delays and discrepancies in transferring funds to M.B. Electronic Company for their imports. These issues have disrupted their supply chain and strained their financial resources and credibility with their Indian supplier. Realizing the urgency of addressing these challenges, J.B. Electronic Shop reached out to Prime Bank Limited, their banking partner, to discuss potential solutions for streamlining their international remittance process. They explored various options suggested by Prime Bank Limited, including leveraging electronic fund transfers, optimizing their currency conversion methods, and utilizing payment through Vostro and Nostro accounts. Additionally, they sought guidance from financial experts to understand the regulatory and compliance requirements associated with international transactions.

As J.B. Electronic Shop navigates the complexities of international banking and insurance, they are determined to overcome these obstacles and strengthen their business ties with M.B. Electronic Company, ensuring seamless and efficient transactions in the future.

- a. What are the different options available to J.B. Electronic Shop for making international payments to M.B. Electronic Company, and which option do they find most suitable for their business needs? [5]
- b. What challenges has J.B. Electronic Shop faced in their international remittance process? [5]
- c. How can J.B. Electronic Shop and M.B. Electronic Company utilize TT remittance through Vostro accounts for their international transactions? [5]
- d. How can J.B. Electronic Shop and M.B. Electronic Company utilize TT remittance through Nostro accounts for their international transactions? [5]

# Pokhara University

Level: Bachelor

Semester: Spring

Year: 2024

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

Full Marks: 100

Course: Strategic 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. Mention any two features of strategic vision.
2. Write any four components of economic environment.
3. State any two ways of creating barriers to entry by the existing firms in an industry.
4. What do you mean by value chain analysis?
5. Define operationalization strategy.
6. What do you mean by retrenchment strategy?
7. Enlist any two benefits of merger.
8. Write down any two limitations of BCG matrix.
9. Define core competency.
10. Differentiate between operationalizing strategy and institutionalizing strategy.

## Section “B”

### Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. “A company’s vision, objectives, strategy and approaches to strategy execution are never final, Why is it so? Explain.
12. “Strategic management plays a significant role for gaining long-term sustainable competitive advantage for the company”. Justify.
13. Discuss the influence of economic and ecological environment on electric vehicles business in Nepal.
14. A team of Non-Resident Nepalese (NRN) is willing to invest its money in a new business in Pokhara, Nepal i.e. **Five Star Hotel** in the initial stage, the team has planned to introduce its service in Pokhara and gradually will extend the service to other major cities of Nepal. You have been asked by the team to analyze the competitive environment of such business. With reference to the five-force model of competition, analyze the competitive environment of this new business and give recommendation to the team whether or not they should start the business.
15. What do you mean by strategic control? how does strategic control is differ from operational control? Explain with illustration.

16. What do you mean by organizations structure? Why the simple structure is not suitable with larger construction business? Briefly describe with suitable example.
17. Explain the concept of BCG matrix. How is the concept of BCG matrix model helpful to manage the portfolio of a business company.

#### Section "C"

#### Case Analysis

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

India's ambition to promote the use of electric vehicles will probably lead to another wave of investment, after the country became a top investment destination for Chinese Smartphone vendors.

In the past three years, Chinese Smartphone brands have stepped up their investment in India, one of the fastest growing Smartphone markets in the world.

Now it seems the scenario is likely to be repeated in the electric car sector. China's leading new energy vehicle maker BYD was quoted by Reuters as saying recently that it has "a lot more confidence" to enter the Indian market, after India's most influential government think-tank earlier this month recommended policies aiming to electrify all vehicles in India by 2032.

In recent years, some Chinese electric car makers have used competitive prices and successful branding strategies to expand rapidly in the domestic market, which is now one the world's fastest growing markets for electric vehicles. According to industry experts, China's new energy vehicle ownership is likely to increase from 1.09 million in 2016 to 5 million in 2020. Chinese electric car makers are expected to grow in strength, technology and capital during this period, and will probably see an outbound investment boom from 2020-32 as China's domestic market starts to become saturated.

Chinese electric cars have a comparative price advantage, which will be conducive for making inroads in the Indian market.

Chinese Smartphone brands like Oppo and Vivo seem set to beat their Western rivals in India thanks to affordable prices, and the future competition between Chinese electric car makers and their western counterparts such as Tesla may follow similar road map in India.

The current popularity of affordable Chinese Smart phones makes it possible for more Indian people to be connected to the Internet.

If New Delhi wants to push the use of electric vehicles in a bid to improve country's energy structure and curb pollution, Chinese electric car makers should be allowed to play a bigger role. Without China's help, India's ambition to electrify all vehicles by 2032 will be hard to achieve.

It is inevitable that Chinese companies will bring competition and challenges for local Indian electric car makers. But hopefully New Delhi will take a considered, long-term view to give top priority to promoting electric vehicles in the country instead of just protecting the interests of its local electric car firms.

It would be in the interests of Indian people for Chinese firms to set up plants in the country and employ local workers.

But any efforts to raise trade protectionism barrier would be counter-productive.

**Questions:**

- a. Write how government policy in India created business opportunity to Chinese electric car makers?
- b. Analyze the competitive environment of Indian car industry.
- c. What would be the possible business level strategy of the Chinese car makers in India?
- d. How the trade protectionism barriers would be counter-productive to Chinese car makers?