

POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2025

Programme: BBA/BBA-BI/BBA-TT

Full Marks: 100

Course: Business Mathematics I

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. Rewrite the following by using the modulus sign: $-5 \leq x + 2 \leq 1$
2. Find the inverse of the function $f(x) = -3 + 5x$
3. Find the nature of roots of the quadratic equation $x^2 + 8x + 16 = 0$.
4. Solve the equation: $4^{x+1} + 4^x = 320$
5. If $A = \begin{bmatrix} 1 & -1 \\ 2 & -2 \end{bmatrix}$ and $B = \begin{bmatrix} 4 & 5 \\ 3 & 3 \end{bmatrix}$, then find $5AB$.
6. In what time, a sum of money trebles itself at compound interest 20% p.a.
7. Find the number of ways in which a student can choose 5 courses out of 9 courses, when 2 courses are compulsory?
8. Solve the equation $|x + 3| = |3x - 9|$
9. Solve: $\begin{vmatrix} x & 4 \\ -1 & x-5 \end{vmatrix} = 0$
10. Sketch the graph of $y = -2x^2 + 2$

Section "B"

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. a. In a group of student 30 play cricket, 24 play football, 22 play volley ball, 14 play cricket only, 8 play volley ball only. 6 play cricket and volley ball only. 2 play cricket and football only and 8 play none of these games.
 - i. How many students are there in group?
 - ii. How many play volley ball and football only?
 - iii. How many play football only?
 - iv. How many play all the three games?
- b. If 5 boys and 4 girls are to be arranged in a row for a photograph, in how many ways can this be arranged if
 - i. All the girls sit together
 - ii. Boys and girls must be alternate?
12. a. A company finds that the variable cost per unit of output is Rs.10 and fixed cost is Rs.30,000. If each unit is sold for Rs.25.

- i. Find the total cost function.
 - ii. Find the revenue function.
 - iii. Find the profit function.
 - iv. If the company wants to make the profit of RS. 54000, how many units should be there?
- b. Determine the domain and range of the function given function $f(x) = \sqrt{36 - x^2}$.
13. a. If the roots of the equation $ax^2 + bx + c = 0$ are in the ratio 3:4, show that $12b^2 = 49ac$.
- b. A ball is thrown vertically upward and its height above the ground is given by $S = 60t - 8t^2$ feet where t is in seconds. Find the time at which it reach the maximum height, also find the maximum height of the ball.
14. a. The resale value V of a certain equipment has been found to be according to the function $V = 1,00,000 e^{-0.1t}$, where t = years since original purchase.
 - i. What is the expected resale value after 5 years?
 - ii. How long does it take for the resale value to reach 30% of its original value?
- b. The president of a company predicts that sales will increase after she assumes office and the number of monthly sales will follow the curve given by $N = 3000 (0.2)^{0.5t}$, where 't' represents the months since she assumed office.
 - i. What will be the sales when she assumes office?
 - ii. What will be the sales after 3 month?
 - iii. What is the expected upper limit on sales?
15.
 - a. Find the inverse of the matrix $\begin{bmatrix} 1 & 2 & -1 \\ 2 & 0 & 1 \\ 7 & 3 & -1 \end{bmatrix}$, if exists.
 - b. Solve the following system of linear equation by using Cramer's rule:
 $x + 6y - z = 10$, $2x + 3y + 3z = 17$, $3x + 3y - 2z = 3$
16. a. Divide RS 5430 between Sita and Rita so that Sita's share at the end of 4 years is equal to Rita's share at the end of 7 years compound interest being calculated 8% per annum compounded semiannually.
- b. A donor decided to grant to the students of a school an annual scholarship of Rs.6,000 for a period of 10 years. What sum should he deposit in the bank paying compound interest at 15% per annum, so that the sum may be sufficient to grant scholarship? Assume that the scholarship is payable to the students at the end of each year?

17. a. From 6 gentlemen 4 ladies a committee of 5 is to be formed. In how many ways can this be done so as to include.
- at least two gentleman.
 - at most two ladies.
- b. A sales person is paid weekly on a commission basis. The commission on each packet sold is Rs. 20. If the weekly sales are 200 packets or more, a bonus of Rs. 1000 is earned. If y equals the weekly salary in rupees and x equals the number of packets sold during the week, determine the function $y = f(x)$.

Section “C”

Case Analysis

18. *Read the case situation given below and answer the questions that follow:* [20]
- a. Mrs. Sharma is going to buy a piece of property. The owner of the property has given her three choice of payment plans which are as follows. She may pay Rs.75,000 on the spot or Rs.1,00,000 at the end of 4 years or Rs.1,20,000 at the end of 9 years. The owner of the property also says that the future payments he will add 4% compound interest annually. Mrs. Sharma doesn't have much idea about mathematical calculation and future investments. Hearing so many options she seems quite confuse. Being a student of Business Mathematics suggest her
- Which option should she select in an ideal situation?
 - If she doesn't have any money to pay right now, which future option is better for her and why?
 - If any of the payment plans is ok for her, which payment plan would the owner of property must likely to implement? Why?
- b. Pandey Construction Company is leading construction company in Nepal. It is going to launch a new housing project named “Harmony Housing”. It constructs three types of individual houses of type A, B, C respectively. For the construction of each house it requires three raw materials: cement, bricks and iron as well as labor. The following table summarizes the requirements per unit of each house.

Houses	Cement (sacks)	Bricks (units)	Iron (kg)	Labor (hours)
Type A	700	55000	5000	3700
Type B	600	44500	5500	4500
Type C	650	57000	4500	5000

Cement costs Rs. 950 per sack, brick costs Rs. 18 per unit, iron costs Rs. 150 per unit and the labor costs Rs. 80 per hour. From the meeting of the board directors it is decided that they will construct 15 houses of type A, 10 houses of type B, 20 houses of type C.

- i. Perform matrix multiplication which computes total quantities of the four resources required to produce the desired number of houses A, B, C.
- ii. Perform matrix multiplication to calculate the cost of each type of house and the total cost of the entire project.
- iii. Total area of house of type A, B and C is 2000 sq. feet, 1800 sq. feet, 2400 sq. feet respectively. If you have to buy a house which house will you buy? Give reason.

POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2025

Programme: BBA/BBA-Finance/BBA-TT

Full Marks: 100

Course: English (New)

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. Correct the following sentences:
 - a. The driver was experience.
 - b. The train departs at a reasonable early hour
2. What is the main theme of ‘If Not Higher’ by I. L. Peretz?
3. “Reading was like a drug, a dope.” Explain this saying with reference to “The Library Card”.
4. Why does the speaker appeal to woodcutter not to cut down the trees? (Don’t Cut Down the Trees, Brother Woodcutter)
5. Why is Ariel Gore against the guidelines of AAPs in ‘TV Can Be a Good Parent’?
6. Present some evidences of racial discrimination as mentioned in ‘Then and Now: Finding My Voice’ by Eliane H Kim.
7. Interpret the poem ‘The Clock Tower’ by Bhupi Sherchan.
8. How does Uncle Buscabeatas prove that the pumpkins being sold in Rota are his own? (The Stub-Book)
9. Assimilate the poem ‘Piano’ by D. H. Lawrence.
10. What is the central idea of the story ‘A Tale’ by B.P. Koirala?

Section “B”

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Apply the four levels of interacting with a text to the story ‘The Brave Little Parrot’.
12. Make a list of advantages and disadvantages of university education Moti Nissani discusses in the essay ‘Why Go to University?’
13. Critically examine the essay ‘How Sane Are We?’ by Anuradha Chaudhary and justify whether we are sane or insane based on the evidences from the essay.
14. How does the author portray the idea of ‘degeneration’ in ‘The Wretched Stone’ as a result of excessive television viewing? Select strong evidence from the text to support your analysis.

15. Compare and contrast between 'Marriage Is a Private Affair' by Chinua Achebe and 'Arranging a Marriage in India' by Serena Nanda.
16. Assuming that you are Max Kelada retell your perspective in *Mr. Know All*. In retelling the story, assume that, although you were perfectly aware of the fellow passenger's prejudices, you chose to ignore them.
17. Summarize the plot of "Stopping by woods on a snowy evening".

Section "C"

Long Questions [20]

18. Apply the four levels of interacting with a text to the story "The Stub Book" or "A Painful Case".

OR

"King John and the abbot of Canterbury" recounts a conflict between the king and the abbot.

- a. Describe this conflict
- b. Explain the reasons for this conflict
- c. How is it resolved?
- d. Describe a similar conflict you may have had with a friend, stranger, child, or parent.

POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2025

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

Full Marks: 100

Course: English I (Old)

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.

1. **Give short answer to these questions: [5×2=10]**
 - a. Why is travelling important?
 - b. What is main theme of 'The Parrot in the Cage'?
 - c. Why does the writer call a TV set 'The Wretched Stone'?
 - d. Differentiate between calendars and schedules.
 - e. What do you understand by teamwork?
2. **Complete the sentences using the correct form of adjectives. [5×1=5]**
 - a. Liverpool played than Barcelona. (good)
 - b. They have 11 companies; theone is in Beijing. (large)
 - c. She reached of all the runners. (far)
 - d. I think his dresses are than her. (white)
 - e. The more you study, the more....you become. (talent)
3. **Change and complete the sentences as indicated in the brackets. [5×1=5]**
 - a. You are attending the conference, _____? (question tag)
 - b. 'I will finish the task tomorrow,' said John. (into Indirect speech)
 - c. The report was prepared by the team. (into active voice)
 - d. She is going to the office every day. (into past continuous)
 - e. There aren't (any/some) students in the class.
4. **Answer any five of the following questions: [5×10=50]**
 - a. Why does the speaker of the poem 'Piano' weep like a child at the end?
Can a man weep like a child?
 - b. Do you think teamwork plays vital role for a successful business?
Explain it with example.
 - c. What is the crime made by King David? Did the king misuse his power for his own selfishness?
 - d. Discuss some of the customs of Yanomamo people on the basis of the text 'The Savage Male'.
 - e. People are wasting their valuable time on watching television and surfing internet rather than doing some productive tasks? How do you like to relate it to your community?
 - f. You like to do a new business of restaurant but the location has not been fixed yet. What are the aspects you need to consider while choosing the appropriate location? Why?

5. **Give long answer to any two: [2×15=30]**

- a. Apply the four levels of interacting with the text to 'The Brave Little Parrot' or 'Marriage is a Private Affair'.
- b. What is the present situation of employment in Nepal? What qualities one should have to get a standard job?
- c. What is the role of communication skill for successful business? How do you enhance your communication skill as a businessperson?

POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2025

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

Full Marks: 100

Course: Fundamentals of Sociology

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 sociology and mention any two of its characteristics.
2. Write the differences between micro and macro perspectives.
3. What is organizational culture? Illustrate with example.
4. What is the difference between primary and secondary socialization?
5. "Caste is rigid form of social stratification and differentiation" How?
6. Distinguish between crime and deviance.
7. Explain Merton's social strain theory.
8. How social change differ from cultural change? Give an example to justify it.
9. What is the difference between sex and gender?
10. Mention any two dysfunctions of religion according to sociology.

Section "B"

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. How the knowledge of sociology of organization is helpful to managers? Explain with examples.
12. Explain Interactionism as a theoretical perspective with reference to George Herbert Mead and Herbert Blumer.
13. Define organization. Discuss the bureaucratic characteristics as mentioned by Weber.
14. Define social stratification. Compare the functional and conflict approaches to social stratification with suitable examples.
15. Why is knowledge of culture important in the field of business and management? Explain.
16. How does the changing concept of sexuality influence socialization? Discuss the major sexual issues in the present context of Nepalese business administration and management.
17. Define social change. Explain about the factors of social change.

Section “C”
Case Analysis

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

Social Dynamics in a Multinational Company in Nepal

A multinational company (MNC) recently expanded its operations in Nepal, bringing in new job opportunities and technological advancements. As the company grows, it employs individuals from diverse backgrounds, including different social classes, castes, ethnicities, and gender identities. However, the management soon realizes that workplace dynamics are being affected by social and cultural differences.

Firstly, employees from traditional backgrounds struggle to adapt to the company’s corporate culture, leading to misunderstandings in communication and workplace ethics. Some workers hold strong beliefs rooted in their caste or ethnic identity, causing tensions in teamwork and decision-making. There are also challenges in promoting gender equality, as some employees hesitate to accept women in leadership roles.

Secondly, the company follows a bureaucratic structure to maintain efficiency and order. However, employees feel that the rigid hierarchy and excessive formalities create barriers to innovation and cooperation. Some workers, influenced by collectivist values, expect a more informal and community-driven workplace, while others prefer the structured efficiency of a bureaucratic system.

Additionally, due to rapid globalization and modernization, traditional work ethics are shifting. Younger employees demand more work-life balance and flexibility, whereas older employees emphasize discipline and long working hours. The company’s management is caught between maintaining efficiency and fostering an inclusive, adaptive work environment.

In this context, the company faces a critical challenge: How can it balance cultural values, organizational efficiency, and employee satisfaction while ensuring long-term success?

Questions:

- a. How do social and cultural differences, including caste, ethnicity, and gender, impact teamwork and decision-making in the company?
- b. What are the advantages and disadvantages of a bureaucratic structure in a diverse workplace, and how can the company make it more flexible?
- c. How can the company effectively address generational differences in work ethics while maintaining productivity and employee satisfaction?
- d. What strategies can the company implement to balance cultural values with modern corporate practices to create an inclusive and adaptive work environment?

POKHARA UNIVERSITY

Level: Bachelor Semester: Spring Year: 2025
Programme: BBA/BI/TT/BCIS/BHCM/BHM Full Marks: 100
Course: General Psychology 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 the goals of psychology.
2. Point out the parts of a neuron with diagram.
3. Differentiate between conformity and obedience.
4. List out the process of memory.
5. Define ID, Ego and Super-ego.
6. Difference between hallucination and delusion.
7. List out any four obstacles in problem solving.
8. Define emotional labor.
9. Point out the consequences of stress.
10. What is GAS model?

Section "B"

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Psychology, as a relatively new science, has been shaped by the contributions of various psychologists and philosophers. Discuss how these individuals have influenced the field through different psychological perspectives. Provide relevant examples to support your answer.
12. The endocrine system regulates various physiological and psychological functions through hormone secretion. Discuss the impact of key hormones such as cortisol, adrenaline, oxytocin, dopamine, serotonin and more on a person's physical and psychological health.
13. Perception varies from person to person based on individual experiences and cognitive processes. Explain the principles of perceptual organization and discuss the factors that influence how individuals interpret sensory information.
14. What is operant conditioning learning theory. Explain application of operant conditioning theory of learning.
15. What are the components of thoughts? Put your ideas on intelligence quotient developed by Stanford-Binet.
16. What is emotion? Discuss the application of emotions in organizations.
17. What are the big five personality traits theory? Describe them in details.

Section "C"

Case Analysis

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

Sonam's Difficulty with Memorization

Sonam is a first-year student who is having trouble remembering her lessons from her general psychology classes while she is able to remember her other subject lessons. She spends a lot of time studying; however, she forgets the information after a few days.

Sonam's professor notices her difficulty and suggests that she focus on finding more effective ways to retain the information. In the beginning, Sonam attempts traditional methods but her progress remains slow. She also finds that when she encounters stressful situations, like an upcoming exam, her ability to recall the words diminishes further.

As the semester progresses, similarly she noticed some improvement in her retention, although it is still inconsistent. At times, she can remember the lessons well during class, but when she needs to recall them during exams, she struggles. She also realizes that certain lessons are easier to remember than others, particularly those that seem to have some connection to her life experiences.

Questions:

- a. What impact does stress have on memory retention, based on Sonam's experience? Provide an example from the case study.
- b. What is forgetting and what are the causes of forgetting?
- c. If you were Sonam, what techniques would you use to retain your study materials.
- d. Discuss the different types of memory processes that may be involved in Sonam's ability to learn and remember new vocabulary (e.g., encoding, storage, and retrieval).

POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2025

Programme: BBA/BBA-Finance/BBA-TT

Full Marks: 100

Course: Introduction to Microeconomics (New)

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 four importance of microeconomics.
2. What is an inferior good?
3. If the price of a commodity rises from Rs 10 to Rs 15 per unit, its quantity demanded falls from 100 units to 60 units. Using total outlay method of measurement, estimate the price elasticity of demand.
4. Define a production function.
5. Distinguish between explicit cost and implicit cost of producing a good.
6. State the meaning of Marginal Rate of Technical Substitution.
7. State the main features of a monopoly market.
8. Define the meaning of economic rent.
9. Distinguish between money wage and real wage.
10. Define a monopsony.

Section “B”

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Explain the types of microeconomics.
12. What is meant by consumer's equilibrium? Explain the consumer's equilibrium with the help of indifference curve and consumer's budget.
13. A firm has cost function and price function as:
 $C = 50 + 6Q^2$
 $P = 100 - 4Q$
 - a. Derive MC and MR functions.
 - b. Calculate profit maximizing output, price and value of total profit.
14. Explain the law of returns to scale.
15. Complete the following table and answer the given questions.

Output	TFC	TVC	TC	AFC	AVC	AC	MC
0	100	-					
1		10					
2		18					
3		24					
4		32					
5		50					
6		80					
7		124					
8		180					

- a. Prove that the trend of AC is influenced by the trend of AFC and AVC.
 - b. Explain the graph AC and MC; and their relationship.
16. Explain how price and output are determined in the third degree price discrimination.
 17. Define brain drain. Explain the causes and consequences of brain drain.

Section “C”

Case Analysis

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

Price Discrimination

Price discrimination means charging different prices to different people for the same product or service. This pricing strategy is used by many businesses to increase profit. The price is not based on cost, but on what each customer can pay or is willing to pay. In real life, there are many examples of this.

One common case is in air travel. Suppose three people are traveling on the same flight from Kathmandu to Delhi. One booked the ticket one month early for NPR 7,000. Another person booked one week before and paid NPR 9,000. A third person booked only one day before and paid NPR 13,000. They are all sitting on the same plane, but they paid different amounts. This is price discrimination based on timing and urgency.

In hospitals, especially in private hospitals in Nepal, foreign patients are often charged more than local citizens for the same treatment. This is because foreigners are expected to have higher incomes. For example, a Nepali citizen might pay NPR 2,000 for a basic checkup, while a foreigner may pay NPR 3,500 for the same service.

Online shopping also shows price discrimination. A person using a phone from a rich area may see higher prices for the same product than someone

using the same app from a rural location. Some websites even change prices based on the user's browsing history, showing higher prices if you visit the same product many times.

There are benefits to price discrimination. Businesses can earn more and serve different types of customers. Poor or student groups get lower prices, making services more affordable for them. However, there are problems too. Some people feel it is unfair if they pay more. Also, using personal data to change prices can be seen as a privacy issue.

In short, price discrimination is common in many areas: transport, education, health, and shopping. It has both positive and negative sides. It helps businesses grow, but it can also create unfairness if not used properly. So, it should be used with care and transparency.

Questions:

- a. What is Price Discrimination?
- b. How does online shopping reflect price discrimination practices?
- c. Why do passengers on the same flight pay different ticket prices?
- d. Price discrimination is unfair but useful. Explain.
- e. Do you think price discrimination in healthcare, such as charging foreigners more, is ethically justified? Why or why not?

POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2025

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

Full Marks: 100

Course: Introductory Microeconomics (Old)

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. Why micro economics is called slicing method?
2. Why indifference curve is convex to origin?
3. How can you classify goods by looking coefficient of income elasticity of demand?
4. Let the production function $Q = 150 K^{0.7} L^{0.4}$. Which returns to scale indicate by this production function?
5. Define Diminishing Marginal Rate of Technical Substitution (DMRTS).
6. Why LAC curve is also called planning curve?
7. Why average and marginal revenue curve are downward sloping in imperfect market?
8. What is opportunity cost in economics?
9. Why price is rigid in oligopoly market?
10. Why VMP_L curve slopes downward to the right?

Section "B"

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Explain the fundamental principal of micro economics.
12. What are the uses of income and cross elasticity of demand? Explain.
13. Separate substitution and income effect in the price effect.
14. Explain about the short-run production function.
15. Complete the following table and explain the relationship between AC and MC.

Output	TC	AFC	AVC	AC	MC
0	50				
1	80				
2	105				
3	127				
4	152				
5	182				
6	219				
7	266				
8	328				

16. Under perfect competition, the total revenue and total cost functions are;
 $TR = 10Q$ and $TC = 1000 + 2Q + 0.01 Q^2$
Determine the profit maximizing output and total profit.
17. How is factor price determined under perfect competition? Explain.

Section "C"

Case Analysis

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

Market structure refers to the selling environment in which a firm produces and sells its product. It is basically defined by number of firms, entry and exit, knowledge about market, nature of product, etc. Economist have derived four market models to represent all real world selling environments and used to describe how firms might behave under certain conditions.

Perfect competition is the market situations where large number of sellers and buyers interact with each other to make transactions of homogenous products with perfect substitutes. Monopoly is a market structure in which there is single seller, with no close substitutes for the commodity it produces. There are barriers to entry the new firms. Monopolistic competition signifies form of market in which there are many sellers of differentiated product with close substitutes. Oligopoly is a form of market environment in which a few sellers produce either homogenous or differentiated products. Under perfect competition both consumers and producers have perfect knowledge about market whereas there is imperfect knowledge in other market structures. Normally, firms have to face three conditions, i.e. excess profit, normal profit and loss in short run. But in long run, monopoly firm realizes excess profit whereas firm, under perfect and monopolistic competition realizes only normal profit.

Questions:

- Firms in all market structure may be compelled to realize loss in short run. Is it rational to stay in business with loss? Using graph, explain it with appropriate reasons.
- Firms under perfect competition obtain only normal profit in long run. Using graph, justify this statement with supportive reasons.
- Points out main differences between monopoly and monopolistic competition market.
- What are the causes of oligopoly market?