

POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2024

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

Full Marks: 100

Course: Business Research Methods

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 do you mean by quantitative research?
2. State the purpose of literature review in brief.
3. State the role of hypothesis in research.
4. Mention any two issues a researcher might encounter if s/he fails to do proper review of the literature.
5. Give an example of a research topic where correlational research design can be used.
6. Why reliability and validity are given so much importance in research?
7. What is the difference between structured and unstructured interviews?
8. Why E-research is gaining much importance in today's world?
9. What do you mean by research proposal?
10. What is referencing? Give an example of reference of a journal article.

Section “B”

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. How do you define business research? How does business research help to solve different kinds of problems in business?
12. Suppose you are planning to conduct a research on customer satisfaction. Now, you have to review the literature, so mention the steps of reviewing literature for the research.
13. What do you mean by qualitative research? Explain the types of qualitative research design.
14. Describe the various methods of primary data collection.
15. Why do we need scales in research? Write short note on some of the most commonly used techniques to measure attitude in research with examples.
16. What is the importance of questionnaire in research? Explain the major principles of questionnaire that a researcher needs to follow while drafting a questionnaire.
17. Why is it necessary to write a research proposal before conducting a research? List out the components of research proposal and explain them in brief.

Section "C"
Case Analysis

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

E-Shop, a leading online retail platform specializing in electronics and household gadgets, has been facing a significant decline in sales over the past six months. This downturn coincides with an influx of negative reviews and low ratings on their website and popular review platforms. Customers have voiced numerous complaints about the quality of products, discrepancies between the advertised and delivered items, delayed shipping, and unresponsive customer service.

The impact of these negative reviews and ratings is profound, as they heavily influence potential buyers' purchasing decisions. E-Shop's internal data shows that products with an average rating below three stars see a 50% decrease in sales compared to those with higher ratings. Despite implementing occasional flash sales and discount strategies to attract customers, the negative perception persists and continues to damage the company's reputation.

To address this issue, E-Shop's management is keen on understanding the root causes of customer dissatisfaction and devising strategies to improve the overall shopping experience. They aim to use various business research methods to gather in-depth insights into customer sentiments and identify specific areas needing improvement. The goal is to enhance product quality, streamline service processes, and restore customer trust and loyalty through targeted interventions.

Questions:

- a. What should be the major objectives of the research considering the given case above. [5]
- b. What research design would you recommend for this study and why? [5]
- c. What methods would you incorporate to collect and analyze the data for the research? [5]
- d. Formulate any five questions to ask your respondents. [5]

POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2024

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 do you mean by Intrapreneurship?
2. Define Fabian entrepreneur.
3. What do you mean by the term franchising?
4. Mention some challenges of ecommerce.
5. Write some barriers to international trade.
6. Write short note on risk reduction strategy.
7. What do you mean by contract?
8. Mention the importance of environmental scanning.
9. What are Trunk Projects?
10. Enlist any two major challenges of women entrepreneurs in Nepal.

Section “B”

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. An entrepreneur must have some qualities which is not achievable by general public. Based on the statement explain the qualities of successful entrepreneurs.
12. What is entrepreneurial decision-making system, how does it differ from managerial decision-making?
13. What do you mean by idea generation? Write the source of new idea generation.
14. Assume that you are an owner of private airlines company in Nepal and decided to enter the foreign market due to the heavy competitive pressure of other multinational airlines. As an entrepreneur, how would you choose the foreign destinations? Explain with suitable example.
15. What do you mean by intellectual property rights? Explain the process of obtaining patent rights in Nepal.
16. “Running a business without business plan is similar to travel in an unfamiliar jungle without having a compass” are you agree with this statement? Explain the benefits of business plan for a newly established manufacturing company.

17. Why social entrepreneurship is needed for the country like Nepal? Discuss the role of social entrepreneurs for the development of a nation.

Section "C"

Case Analysis

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

[20]

Year by year the population of world is increasing but resources are not increasing with the same proportion. India is the most populated country in the world and most of its population is settle in villages or the rural part. The gap between urban and rural sectors is increasing exponentially. Success of new economic trends such as microfinance and increasing number of companies in the rural sectors that there exists a large untapped market at the bottom of the economic pyramid. In the current scenario, rural markets and self-help groups have gained never before significance. Many institutes both profit and non-profit are focusing on rural entrepreneurship. Danapur is village near Patna, with a population of 250 families. It is far from all the amenities of an urban area and it remains with inadequate transportation facility or 24 hour electricity, education and employment opportunities. The main source of income in the village is agriculture which is around 1000 INR per month. As agriculture related activities are seasonal the women in the village do knitting, sewing and allied activities when they are not engaged in agricultural activities. The knitting work done by these women are exceptional and can compete with high end designers.

Questions:

- a. Do this rural people need an entrepreneur who can help them to reach to right buyer? Justify your answer.
- b. What are the other business options available which these villagers can do when they are not doing activities related to agriculture?
- c. What strategies can be applied by entrepreneurs to improve rural entrepreneurship?
- d. Write your views to improve rural entrepreneurship in Nepal.

POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2024

Programme: BCIS/BHM

Course: Fundamentals of Financial Management

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 financial management.
2. What does solvency ratios measure?
3. What is the effective interest rate of a loan that charges 8.75% per annum to be payable on quarterly basis?
4. Distinguish between preferred stock and common stock.
5. What is cost of capital?
6. What are the drawback of PBP?
7. Point out the factors affecting capital structure?
8. Define dividend policy.
9. Define working capital with relevant example.
10. Interpret the credit term of 2/10 net 30.

Section "B"

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Define financial management. Explain the role of financial manager in a corporation.
12. You are required to calculate:
 - a. While MS. Shahi was a student at Pokhara University, she borrowed Rs.195,000 as a student loan at an annual interest rate of 8% compounded semi-annually. If she repays the loan within 4 years, how much does she need to pay at the end of every six months?
 - b. Yeti Carpet plans to deposit Rs.75,000 every year with the interest rate of 10% compounded quarterly. How much will the company collect at the end of 5 years?
13. Complete the balance sheet and sales information in the table that follows for Sahara Jute Industry, using the information given:
Total Assets Turnover Ratio = 1.5; Gross Profit Margin = 25%; Total Debt to Assets Ratio = 40%, Quick Ratio = 0.85; Days Sales Outstanding = 36 days and Inventory Turnover Ratio = 3.75 times

Partial Income Statement	
Sales	Rs
COGS	Rs

Balance Sheet			
Cash	Accounts Payable
Accounts Receivable	Long-term debt	Rs.50,000
Inventories	Common Stock
Fixed Assets	Retained Earnings	Rs.100,000
Total Assets	Rs.400,000	Total Liabilities and Equity

14. On January 1, 2023, the total assets of the Florida Company were Rs 270 million. The firm's present capital structure, which is considered to be optimal is as follows:

Long term debt	Rs. 135 million
Common equity	Rs. 135 million
Total	Rs 270 million

New bonds will have a 10 percent coupon rate and will be sold at par. Common stock, currently selling at Rs 60 a share, can be sold to net the company Rs 54 a share. The growth rate on dividend and earning is 8%. The firm is expected to pay year-end dividend of Rs.2.4 per share. The company's marginal tax rate is 40%.

Required:

- Component cost of each source of financing.
- Weighted average cost of capital.

15. If inventory turnover ratio is 8 times, receivable conversion period is 30 days and payable deferral period is 35 days.

- Calculate operating cycle.
- Calculate cash conversion cycle.
- If annual credit sales is Rs.15,00,000, calculate account receivable.

16. Elaborate the different sources of capital for a business with emphasis to features, advantages and disadvantages each source of capital.

17. MN Trading Company has 24,000 shares of common stock outstanding and the current market price of its stock is Rs 250 per share. Its current equity capitalization account is as follows:

Common stock (Rs 100 par)	Rs 24,00,000
Additional Paid in capital	42,00,000
Retained earnings	87,00,000
Shareholder's equity	1,53,00,000

- a. If the company were to declare a 15% stock dividend, what would happen to these accounts?
- b. If instead, the company declared a 3-for-2 stock split, what would happen to these accounts?
- c. What would happen if there is a reverse stock split of 1 for 4?

Section "C"

Case Analysis

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

Yasodha Foods is considering investing the new noodle manufacturing machine. Two alternatives are available to the company both require same investment and incur same cost of capital i.e. 8%. The management is in a dilemma as to which machine to purchase. As a finance manager of the company you are given the task of evaluating the cash inflows and outflows of these two machines. Based on the information given please help the management to reach a certain decision. The two machines cash flows are given below:

Year	Machine A	Machine B
0	(Rs.100,000)	(Rs.100,000)
1	90,000	0
2	25,000	25,000
3	10,000	40,000
4	1,000	85,000

- a. Explain to the management the various techniques for capital budgeting decision making.
- b. Based on the criteria of discounted payback period of each machine, which machine would you recommend?
- c. Based on the criteria of Net present value of each machine, which machine would you recommend?
- d. Based on IRR criteria, which machine would you recommend?
- e. Based on the calculations above, which machine would be recommend to the top management? Where there any conflicts in the selection of the machine based on various criteria?

POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2024

Programme: BHM

Full Marks: 100

Course: Hospitality Human Resource 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. List out factors affecting human resource planning.
2. Differentiate between internal and external recruitment.
3. What are the benefits of employee socialization program.
4. List out the potential problems with performance appraisals?
5. What do you understand by 360-degree performance appraisal?
6. What are the factors that affect in the determination of compensation?
7. Why do workers join in trade union?
8. List out the importance of OSHA.
9. What are the benefits of the employee retention program?
10. List out the guidelines for exit interview.

Section "B"

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Discuss the labor market scenario in the hospitality industry of Nepal.
12. How can training need be assessed? What are the factors to be considered while choosing training methods? Explain. [4+6]
13. Why is performance appraisal important? Discuss any three methods of performance appraisal. [3+7]
14. What are the compensation issues and solutions in the hotel industry in Nepal? Explain. [10]
15. Briefly explain the types of trade unions. What are the major challenges and issues facing the trade union movement in Nepal? [5+5]
16. What are the organizational sources of workplace stress? Explain the organizational approaches to stress management. [4+6]
17. What are the advantages and disadvantages of employee turnover? How can a manager decrease the employee turnover rate? Explain. [5+5]

Section "C"
Case Analysis

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

Marriott International, founded by JW Marriott, has always prioritized treating employees like family. This philosophy dates back to when JW Marriott personally counseled employees on personal issues, making them feel valued and informed. His commitment included excellent training and ensuring managers were responsible for their subordinates' satisfaction, recognizing that happy employees lead to superior customer service.

To maintain high employee satisfaction, Marriott focused on both monetary and non-monetary benefits. Competitive pay was supplemented with non-monetary perks like work-life balance, leadership opportunities, career growth, a friendly work environment, and continuous training. These factors significantly contributed to high employee retention, as employees appreciated the supportive work environment and growth prospects.

Marriott's HR practices are guided by its core values, emphasizing comprehensive manpower planning, recruitment, training and development, employee retention, and grievance redress. Manpower planning involves detailed expansion plans, organizational structure projections, and balancing internal talent development with external recruitment. Training programs start with an eight-hour orientation and extend through a three-month mentorship and continuous multimedia sessions, ensuring employees are well-integrated and consistently developed.

Questions:

- a. How does Marriott's emphasis on non-monetary benefits contribute to employee retention and satisfaction? [5]
- b. What are the key components of Marriott's manpower planning and recruiting process? [10]
- c. How does Marriott's training and development program facilitate the integration of recruits? [5]