

# POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2025

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. List out the essential features of scientific research.
2. Differentiate between theoretical and applied research.
3. List out six ethics to be followed by researcher while conducting research.
4. Give five advantages of literature review in research.
5. Differentiate between primary and secondary data.
6. Formulate two null and two alternative hypothesis.
7. Define dependent and independent variables with examples.
8. Mention a structure of Research Proposal.
9. Why do you write research problem in scientific research? Give six reasons.
10. Give any two examples of referencing based on APA style one for journal and one for book.

## Section “B”

### Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Discuss with examples how does research support to business and management?
12. Compare between exploratory, descriptive, and causal comparative research designs with suitable illustrations. [3+3+4]
13. Give the features of Nominal, Ordinal, Internal and Ratio scale of measurement with suitable examples. [2.5×4=10]
14. “There are different types of data collection techniques. None one is superior to others but all are equally important”. Discuss this statement with appropriate examples and logic.
15. Suppose you want to find out the attitudes of customers towards mobile banking service. In this context answer the following questions.
  - a. Set conceptual framework. [3]
  - b. Ask five questions designed as per 5 point Likert scale. [2.5]
  - c. Write sampling technique(s). [2.5]

- d. Write four data analysis tools. [2]
- 16. Your research topic is “Satisfaction of University Employees and its impact on quality education” which is designed in both quantitative and qualitative setting. Give the answer of following questions:
  - a. What are the possible data collection techniques? [3]
  - b. What are the possible data analysis techniques? [3]
  - c. What are the independent variables of the study? [2]
  - d. How do you measure the construct “quality education”? [2]
- 17. Distinguish between academic and professional research, reports based on its objectives, scope, time length, funding and structure. In both report quality is essential. Write elements that to be considered while preparing the research report. [5+5]

**Section “C”**  
**Case Analysis**

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

TechNova Electronics is a startup founded by Garima, a young entrepreneur with a degree in electrical engineering. The company designs and manufactures modern electronic gadgets like smart home devices and wearable technology. In Nepal, the market for wearable technology is growing, especially among urban youth and professionals who value health and fitness. However, customers are also price-sensitive and prefer products that offer good value for money.

Garima plans to launch a new smartwatch but is unsure which features will attract customers the most. She wants to target tech-savvy, high-income customers who are interested in trying new and innovative products. To make sure her new smartwatch with advanced health-monitoring features succeeds, she decides to conduct market research to understand customer preferences, identify demand, and improve her product design.

She also wants to know how much customers are willing to pay for the product. To gather this information, she considers using surveys and observational research. However, she faces challenges in designing the research, choosing the right sampling method, and analyzing the data accurately. Garima needs to ensure her research captures the preferences of this specific group while also considering the cultural and economic factors unique to the Nepalese market.

**Questions:**

- a. What is the primary research objective Garima wants to achieve with her study?
- b. Suggest an appropriate research design for her study, considering the characteristics of her target market.
- c. Which method would be more effective for gathering insights into consumer preferences, and why?
- d. Once the data is collected, what analytical techniques would you recommend Garima use to interpret the findings?

# POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2025

Programme: BBA/BBA-TT/BHM

Course: Fundamentals of Entrepreneurship

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. What are the factors influencing entrepreneurial intentions?
2. Define window opportunity.
3. Define eco-preneurship?
4. What are the major advantages of the first mover?
5. Define trademark.
6. List out any four common reasons why business plans fail.
7. Define the term e-commerce with suitable example.
8. Write four barriers to international trade.
9. Mention any two characteristics of social entrepreneurship.
10. Mention any two risk reduction strategy for new entry exploitation.

## Section “B”

### Descriptive Answer Questions

Attempt any six questions. [6×10]

11. “As the developed countries are more focused on their growth and development by empowering the entrepreneurs? What roles can entrepreneurship catalyzes sustainable economic development in a developing nation like Nepal?”
12. Explain the methods of generating new ideas and solving problems.
13. Briefly explain the factors for motivation to go global for entrepreneurs and the factors affecting it.
14. Define patent. Explain the procedures for obtaining patent rights in Nepal.
15. What is business plan? Describe the major process of business planning.
16. Explain the entrepreneurial and managerial functions that an entrepreneur needs to perform.
17. Describe the risk reduction strategy for new entry exploitation.

**Section “C”**  
**Case Analysis**

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

**Data Plus**

US born Jeremy Steinberg, CEO and a co-founder of Data Plus, had visited Cambodia in November 2000 on vacation from his job as a McKinsey consultant in the United States. He was struck by the level of poverty in the country, and the lack of opportunities for young people to build careers and provide for their families. Steinberg concluded that Western demand for IT outsourcing services could be satisfied by Cambodian workers, given the right resources and training. Upon his return to the United States, Steinberg, a graduate of Saint Cloud State University, looked for advice and, ideally, participation from his network of friends and colleagues. On a return trip to Cambodia in February 2001, he and four others

Visited Phnom Penh and investigated sustainable ways of providing employment and education to the disadvantaged youth in Cambodia’s capital. They decided to create an IT outsourcing business that would provide data entry and digitization services. During the first few years, Data Plus’s revenue came from a number of U.S. contracts for data entry and digitization that were sourced by the company’s U.S. management team. Data Plus decided to open two new offices outside of Phnom Penh in order to reach disadvantaged youth who were unable to move to the capital city to further their education.

On the business side, Data Plus had to compete with other much larger IT providers, including Aptara, SPI Technologies and Apex Data Services, to win international contracts. Due to its small size, partnerships were very important to Data Plus. When it lacked capacity, Data Plus outsourced to a number of smaller IT outsourcing firms. Data Plus leveraged these partnerships to learn about new digitization processes that it could build on to win future work.

Training new recruits was a critical component of Data Plus’s model. The company trained new staff for about six months before they started as operators on client projects. In order to help as many people as possible and maximize the company’s social impact, an operator could only stay with Data Plus for four years before he or she graduated. Fewer than 10% of employees then continued with Data Plus in management roles; the rest moved on to other local firms, usually into higher-paying positions.

One of the most pressing challenges and considerations for future growth pertained to how work was allocated among Data Plus's three offices. The three offices were largely specialized. The Laos office primarily performed xml tagging services, Battambang academic data entry and survey work, and Phnom Penh digitization of print publications. Although Data Plus had signed up some local clients, such as

Mobitel, all three offices still relied on international contracts generated by the U.S.-based sales team for the vast majority of their revenue. Meanwhile Data Plus senior management had been approached by a large international nonprofit interested in bringing Data Plus's model to the countries in which it worked, through a partnership with Data. In order to potentially benefit from Data Plus's IT outsourcing expertise and brand, the NGO would

provide the capital and human resources required for a fast-paced 3 expansion. Since the partner had the capacity to provide the new Data Plus /partner office with a revenue source, this model of expansion could be pursued without putting significant additional pressure on Data Plus's sales organization, though the precise division of sales was unclear.

### **Questions**

- a. How does Steinberg created an employment opportunity for disadvantaged youth in Cambodia capital?
- b. How did Data Plus Company compete with other larger IT providers?
- c. Explain how Data Plus Company managed the employees in various offices?
- d. List out the various success factors for the growth of Data Plus Company.

# POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2025

Programme: BCIS/BHM

Full Marks: 100

Course: Fundamentals of Financial 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. Define the term "Financial Management".
2. If  $ROA = 30\%$  and  $ROE = 24\%$ , calculate the equity multiplier.
3. What do you mean by annuity due?
4. What is financial BEP?
5. List down the factors affecting the cost of capital.
6. Differentiate between payback period and discounted payback period.
7. Define business risk.
8. What do you understand by Residual Dividend Policy?
9. What do you understand by Internal Rate of Return?
10. Briefly elaborate the term net working capital.

## Section "B"

### Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Describe the roles of financial markets and financial institutions in an economy.
12. Assume you are given the following relationships for the Seti Match Corporation:

Sales / Total assets	1.4 ×
Return on assets (ROA)	3%
Return on equity (ROE)	5%

Calculate company's profit margin and debt ratio.

13. Mr. Nirmal decides to save for his son's further education by depositing Rs.5,000 at the end of every year for the next 15 years into a savings account that pays 8% interest compounded annually.
  - a. Calculate the future value of these annuity payments at the end of 15 years.
  - b. If he wants to accumulate Rs.80,000 at the end of 15 years, how much should he deposit annually instead of Rs.5,000?

14. Aagan Sweets has the following capital structure: Debt 30%, Preferred Stock 20% and Common Stock 50%. The company's tax rate is 40%, and the investor expected earnings and dividends grow at a constant rate of 4%. The company paid a dividend of Rs.12 per share last year, and its stock is currently selling for Rs.230 per share. The floatation cost of 8% is charged on new common stock. Preferred stock could be sold at a price of Rs.100 per share with a dividend of Rs.9 and floatation cost of Rs.6 per share. Debt could be sold at an annual interest rate of 10%. Calculate the WACC.

15. The Bagmati Company is faced with the decision of whether it should purchase or lease a new forklift truck. The truck can be leased on an eight year contract for Rs. 4,641.44 a year or it can be purchased for Rs. 26,000. The salvage value of the truck after eight years is Rs. 2,000. The company uses straight-line depreciation. The discount rate applied is its after-tax cost of debt. The company can borrow at 15 percent and has a 40 percent marginal tax rate and a 12 percent cost of capital.

- Analyze the lease versus purchase decisions using the firm's after-tax cost of debt as the discount factor.
- Discuss your results.

16. Star Trading has 24000 shares of common stock outstanding and the present market price of the share is Rs.250. its equity capitalization is as follows:

Common Stock (Rs.100 per share)	Rs.2,400,000
Additional Paid in Capital	4,200,000
Retained Earnings	8,700,000
Shareholder's equity	Rs.15,300,000

- If the company were to declare 16% stock dividend, what would happen to these accounts?
- If the company declared 4-for-1 stock split, what would happen to these accounts?
- If there is reverse stock split of 2 for 3, what would happen to these accounts?

17. A company has an inventory turnover of 10 times, and accounts receivable turnover ratio of 15 times. The accounts payable are paid in 22 days. The company spends Rs.14 million on operating cycle investments each year. Assuming a 360-day year, what is the firm's operating cycle, cash conversion cycle and the amount of negotiated financing required to support the firm's cash conversion cycle?

**Section “C”**  
**Case Analysis**

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

You are a financial analyst for Damon Electric Company. The director of capital budgeting has asked you to analyze two proposed capital investments. Project X and Y. Each project has a cost of Rs 10,000 and the required rate of return for each project is 12 percent. The projects expected net cash flows are as follows:

<b>Year</b>	<b>Project X</b>	<b>Project Y</b>
0	Rs (10,000)	Rs (10,000)
1	6,500	3,500
2	3,000	3,500
3	3,000	3,500
4	1,000	3,500

- a. Calculate each project's payback period, net present value (NPV) and internal rate of return (IRR).
- b. Which project or projects should be accepted if they are independent?
- c. Which project should be accepted if they are mutually exclusive?
- d. Is there any conflict arises while selection of project if they are mutually exclusive? Why?

# POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2025

Programme: BHM

Full Marks: 100

Course: Hospitality Human Resources 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 any four benefits of HRIS.
2. What are the external sources of recruitment?
3. Differentiate between employee training and development.
4. Differentiate between trait and behavior-based appraisal system.
5. What is halo effect and leniency effect in performance appraisal?
6. Why do workers join in trade union?
7. Define the term mediation and arbitration.
8. What are the employee rights under OSHA?
9. What are the causes of depression among employees?
10. Write any three methods of handling disciplinary problems.

## Section “B”

### Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Managing Human Resource is much more difficult than managing physical resources. Why do you think managing human resources is difficult and challenging? Also, explain the scenario of labor market in hospitality sector in Nepalese context. [5+5]
12. Socialization is one of the crucial processes of adaptation to a new work role. Explain the various approaches of socialization methods used by organization.
13. What are the benefits of performance appraisal? What are the possible problems that can affect the performance appraisal? [5+5]
14. Compensation is a key component of employee's satisfactions in the organization. Explain the major ongoing issues of compensation in hospitality industry in Nepal.
15. What are the sources and consequences of stress at workplace? Explain what type of EAPs (Employee Assistance Programs) can be implemented for employee well-being? Explain. [5+5]
16. What are the issues and reasons behind collective bargaining? How parties involved in collective bargaining be prepared? Explain. [5+5]

17. Employee turnover is one of the major problems for any organization. Outline the various causes of turnover and also suggest the way to minimize it.

**Section “C”**  
**Case Analysis**

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

Mr. Chaudhary is the VP of human resources for a fortune 500 company. He has spent his entire career attempting to enhance the workplace for employees to support their productive work in the organization. While he understands that bottom-line decisions often dominate many of the matters he has to address, he has worked hard to ensure that employees were treated with respect and dignity in all interactions that affected them. He aligned the hiring process to serve the strategic needs of the organization, as well as implemented an effective performance management system. He truly believes in the progress he has made in helping the organization achieve its goals. He simply couldn't imagine doing things differently. However, concern that the performance management process is becoming less effective because managers are inflating employee ratings has led 15 percent of all large organization to adjust their performance management process to what is frequently called “rank and yank.”

Under such a system, managers are evaluated as 1,2,3 or 4 with 1 being the highest rating and 4 the lowest. In many cases, managers are required to give a 4 rating to a lowest 10 percent of the employees each year. Those individuals receiving a rating of 4 or two consecutive years are often let go from the organization. The intent behind this system is that throughout the two year process, evaluators are to meet frequently with the four employees, counsel them, and provide necessary development opportunities. Employees in organizations that employ such as performance management system often view this process as unbearable. They view the performance management process as punitive, one in which the organization is attempting to rid itself of higher paid older workers. In at least one case, Ford Motor company employees have filed a lawsuit to stop this practice and prevailed. Ford removed the punitive nature of its evaluation system and focused it more on counseling and performance improvement of the lowest rated employees rather than elimination from the organization.

**Questions:**

- a. What are the essential steps Mr. Chaudhary can take in the process of recruitment and selection to find the better fit for the job?
- b. What type of evaluation approach would you say is being used in this case? Is it the most effective available approach to evaluate employees and why?

- c. What should be the criteria to evaluate the employee so that the evaluation process is free from discrimination and subjective biasness?
- d. If you were in the managerial position, would you eliminate the lowest ranked employees or provide them with EAPs and performance enhancement programs and why?