TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT
Office of the Dean
August 2022

Full Marks: 100
Pass Marks: 50
Time: 3hrs

BBA/BIM/BBM/ First Semester / MGT 231: Foundation of Business Management

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer questions: [10×2=20]

1. What do you mean by business management?

2. Point out any four principles of administrative management theory.

3. What is social responsibility of business?

4. Define standing plan.

5. Give the example of programmed decision.

6. What do you mean by source of authority?

7. Point out any two differences between a group and a team.

8. List out any two natures of organization process.

9. Sketch the diagram of communication process.

10. List out any four major manufacturing firms of Nepal.

Group "B"

Short Answer Questions*: (Attempt any SIX Questions)* [6×5=30]

11. State and explain the different skills of manager.

12. Describe in brief the contingency theory of management.

13. Explain about the process of rational decision making.

14. What are the ethical issues in Nepalese business? Describe.

15. How would you manage the conflict in organization? Explain.

16. What are the essentials of effective control system? Describe in brief.

17. Briefly explain the major problems of Nepalese business.

Group "C"

Long Answer Questions*: (Attempt any THREE Questions)* [3×10=30]

18. Along with the fulfillment of economic objectives, the managers of business organizations need to fulfill the varied expectations of society. On the basis of this statement, define the Friedman doctrine of social responsibility and explain the arguments for social responsibility of business.

19. The change in technology and the globalization have brought new pattern of organizing today's companies, and thus, the managers need to consider these new concepts in organization's design process. With this statement, discuss the emerging issues in organization design and architecture.

20. Every organization has to closely monitor their competitors in the business environment because the environmental forces affect the profitability of business. On the basis of this statement, analyze the industry environment by using Porter's five forces model.

21. Critically evaluate the position and culture of team work in Nepali organization.

Group "D"

Comprehensive Answer/Case/Situation Analysis Questions: *[4×5=20]*

13. Read the following case carefully and answer the questions that follow:

If I were a software engineer, I probably would want to work at Google. Google, spends 15 percent of its revenue on research and development. For the right people, Google seems like a destination job. Google has been in the top five lists of "best companies to work for" by Fortune magazine for four years running. Google offers all fabulous benefits and incentives for several reasons: to attract the best knowledge workers it can in an intensity competitive, cutthroat market; to help employees work long hours and not have to deal with time consuming personal chores; to show employees they're valued; and to have employees remain in the Google for many years. Yet a recent study shows the average tenure of a Google employee is only 1.3 years, making them one of the top 10 companies where employees apparently don't want to stay. At Google, many people are demonstrating by their decisions to leave the company that all those perk aren't enough to keep them there.

A strong point that has enhanced Google's fast growth is an effective market strategy. The market strategy applied by Google entails innovation, a large portfolio of products, broad market coverage, and effective marketing. Additionally, it has good human resource planning and management strategies. Google has demonstrated strong ability to create a cohesive and inclusive work environment that helps maintain high employee morale. However it has poor implementation of employee retention strategies. Although the company has developed strategies for reducing employee turnover, poor implementation has forced some top managers to leave and join their competitors. The outside environment offers Google numerous prospects that can be exploited to improve stability in the market. The one is to integrate its services with computer software in order to attract more users. This means that Google can form partnership with computer software developers like Microsoft to have their products integrated during production. Although Google competes effectively with companies such as Microsoft, Google's inability to provide enough motivation to part time employees who work o various projects could be a part of tense situation. Many of these employees do not receive allowances and this might disrupt their human resource development strategies.

Questions:

    a. Sketch the landscape of the above case with major issues and problems.

    b. What do you think is Google's biggest challenge in keeping employees motivated? Explain.

    c. If you were managing a team of Google employees, how would you manage and motivate them?

    d. What would be your suggestion and prescription on the basis of major issues and problems identified in the above case?