

Only for 2021  
and 2022 AD  
admitted Regular  
Students

TRIBHUVAN UNIVERSITY  
FACULTY OF MANAGEMENT  
Office of the Dean  
May - June 2023

Full Marks: 100  
Pass Marks: 50  
Time: 3 Hrs.

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

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

**Group "A"**

**Brief Answer Questions:**

**[10 × 2 = 20]**

1. What is meant by line manager?
2. Mention the skills required to a manager.
3. Define business ethics.
4. Differentiate between strategic and tactical plan.
5. Write two features of non-programmed decision.
6. State any two advantages centralization of authority.
7. Point out any two differences between a group and a team.
8. Define organizational culture.
9. What is meant by noise in communication process?
10. Write the full-form of CSR, SWOT, PEST and CEO.

**Group "B"**

**Short Answer Questions:(Attempt any SIX Questions)**

**[6 × 5 = 30]**

11. Explain the different challenges to management.
12. Describe the contingency theory of management with its significance.
13. Briefly explain the steps involved in the process of rational decision making.
14. Explain common problems in service sector business in Nepal.
15. Explain in brief about the importance of organizational culture in organizational success.
16. Elaborate different types of control.
17. Briefly explain about the communication barriers.

**Group "C"**

**Long Answer Questions:(Attempt any THREE Questions)**

**[3 × 10 = 30]**

18. The system is composed of a number of subsystems and these subsystems are interrelated each other. With this perspective, explain the system theory of management.

19. Explain the emerging issues in organization design and architecture.
20. Explain Porter's Five forces model to analyze the industry.
21. In Nepal, many business organizations are operated under different management practices depending upon the nature and the size of the business. Based on the statement, critically examine the existing management practices in Nepal.

### **Group "D"**

#### ***Comprehensive Answer / Case / Situation Analysis Questions:***

**[4 × 5 = 20]**

22. Analyze the following case carefully and answer the questions that follow:

The Giant Super Stores (TGSS) is an e-commerce business operating in the country. The top management of the Stores believes that profitability is possible only if the customers are satisfied with the products and services provided to them. TGSS deals with various types of consumers. Since the Store makes the provision of online business, it delivers services to customers on the basis of their demands and request. When the customer's order for their required goods, they tend to visit websites of TGSS and they put the order or they even can do it by email. Customers can pay the items purchased through online or a bank credit card or even cash at delivery. The management of TGSS committed that it would deliver goods within the following day of the order.

Top management emphasizes consistency of operations. Because of the routine nature of work, the tendency of work becomes little concern on the part of managers regarding day-to-day store operation. For proper management of e-commerce, the management body fixed the responsibility of different department heads and communicated information quickly to provide proper service to the customers. For growth and promotion of business, TGSS management publishes its websites and facilities through various medias such as television, newspapers, magazines, billboards, and FM radios.

The target groups of TGSS are all walks of life; nevertheless, on the basis of publicity and promotion, middle-class people felt more convenience and started to place the order for the supply of goods. In a short span of time, TGSS got orders from many customers from different places of Kathmandu, Lalitpur, and Bhaktapur. However, due to the lack of proper communication and coordination among employees of different departments, it was unable to provide delivery of ordered goods in time. Consequently, it has reduced the reputation, and customers started to complain about its commitment.

#### ***Questions:***

- a. Discuss the issues and problems discussed in the case.
- b. On the basis of the case, prepare SWOT analysis of e-commerce in Nepal.
- c. Justify the need of communication for effective service delivery.
- d. Recommend different suggestions to improve the service quality of e-business in Nepal.

