

NEW SUMMIT COLLEGE
Shantinagar, Kathmandu
MID TERM EXAMINATION - 2080

BBM 6th Semester
MGT 315 Business Environments in Nepal

F.M: 60
Time: 3 hours

Group A

Brief Answer Questions

[6X1=6]

1. Why business environment called dynamic?
2. Define the meaning of economic reform.
3. List out the components of political environment.
4. Write features of Nepalese agriculture.
5. Define four roles of government in regard to business.
6. State the feminist ideology of politics.

Group B

Descriptive Answer Questions

[6X3 = 18]

7. What is business environment? Explain the techniques of environmental scanning.
8. Explain the techniques of environmental scanning.
9. State the objectives of tourism policy in Nepal.
10. State the economic dimensions of the Business Environment.
11. Discuss the various methods of privatization.
12. What do you understand by intellectual property right?

Group C

Analytical Answer Questions:

[4X6 = 24]

13. Define business environment. Explain the general environmental components of the business.
14. What are the contribution of FDI in Nepalese economy? Explain the reasons of poor inflow of FDI in Nepal.
15. Critically examine the problems of Nepalese political environment to Nepalese business development.
16. Explain various types of unemployment in Nepal. Discuss the causes and consequences of unemployment.

Group D

Comprehensive Answer Questions:

(4X3 = 12)

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

Mustang Thakali Bhanchha Ghar Pvt. Ltd. was established in 2056 BS in Lakeside, Pokhara by Xhiring Thakali after returning from Japan for 15 years. His wife Dolma supported his business in the initial days. Four people were hired for the purpose. Xhiring worked hard and established the brand for quality food and service within two years of time. He provided the local taste in food from Mustang. Mustang Thakali become popular not only for the local people but almost every tourist visiting Pokhara from abroad as well as national. Xhiring extended its branch in Chipledhunga and Birauta on the next year.

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After twelve years in 2068 BS, son and daughter of Xhiring, Sonam and Pema extended the brand in Kathmandu and Narayangadh with the original flavor of Mustang Thakali Bhanchha ghar. Gradually, the food stuff in Kathmandu and Chitwan became difficult to. Manage one year; Sonam realized that the customers' food preferences and food habits getting changed. Many young people found preferring the full meal less. They are found loving light and fast food. In different parts of the city, more delighting restaurant attracting young customers are emerging overnight. Such restaurants provide unique and homogeneous environment for young people. Other social dimension like family size and the compositions are also being change. Observing such shifts, Sonam thinks to diversify the business in terms of product variety. He is thinking of starting the restaurant business within the premises of Bhanchha Ghar. But, he has some doubt, whether the restaurant environment degrades the traditional and unique family culture in it. If so, loyal customers may also need to be lost.

Sonam first discusses with Pema who is handling the business in Narayangadh, about the business environmental. She also conducted mini research regarding changing attitude of the people and traced a historical movement on the people of Chitwan. She revealed that the purchasing power of the people has been changing drastically. Outing trend for travel and meal is observed increasing among the young. She also has worry whether the traditional business can be sustainable. If not, how can the business expanded? Customers in Narayangadh segment are different than Pokhara and Kathmandu segment.

Questions:

- What could be the issue of the case? Whether the concern of Sonam and Pema is appropriate? Justify.
- Trace the socio-cultural environment of the business raised in the case. How it is changing?
- What economic environments are more important to extend the business according to the idea of Sonam?
- If you would be Sonam, what do you do? Why?

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