TRIBHUVAN UNIVERSITY
2081
B.B.S. **(4 Yrs.)**/ III Year / MGMT
Business Environment and Strategy
MGT. 217 (New Course)

Full Marks: 100
Time: 3 hrs.

Candidates are required to give their answers in their own words as far as practicable.
The figures in the margin indicate full marks.

Group "A"

Brief Answer Questions   [10×2=20]

Attempt ALL questions.

1. What are the methods of environment scanning?

2. Enlist different types of courts according to new constitution, 2072 of Nepal.

3. Define foreign employment and technology transfer.

4. What do you mean by privatization?

5. Mention the types of family system.

6. Enlist the process of strategic decision.

7. What is portfolio analysis?

8. Write short notes on MBO.

9. Mention two guidelines for proper control and evaluation.

10. Make a list of major areas of internal analysis.

Group "B"

Descriptive Answer Questions   [5×10=50]

Attempt any FIVE questions.

11. "It is necessary for a manager to study the business environment to sustain and grow his/her business". Elaborate this statement.

P.T.O.

12. Write the problems of industrial sector in Nepal.

13. Mention the major sources of technology transfer in Nepal.

14. Define strategy. Explain in brief the different level of strategy with suitable examples.

15. Explain the criteria for the evaluation of strategic alternative.

16. What are the essential factors for strategy implementation? Explain.

Group "C"

Analytical Answer Questions   [2×15=30]

Attempt any TWO questions.

17. Discuss the directions and methods of strategy development and also explain the market based generic strategies.

18. WTO is a platform for its member countries to promote and develop their economy. In the context of the given statement assess Nepal's strengths and weakness to exploit the opportunities the WTO provides.

19. Explain the process of Strategy implementation. What is the role of resource planning in strategy implementation? Which structure is most appropriate for successful strategy implementation?

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