

## **Part I Business Environment**

### **Chapter 1 Introduction to Business Environment**

1. What is general environment?[2][2075]
2. Define business environment.[2][2074]
3. Define task environment.[2][2073]
4. Enlist economic policies that affect a business. [2]
5. Enlist any four components of operating environment.[2]
6. Enlist the approaches to environmental scanning.[2]
7. Explain the process of environmental scanning. [10] [2075]
8. Explain significance of understanding business environment to organization. [10] [2073][2074][15]
9. Define environment scanning. [5]
10. With suitable examples explain different components of external environment of business. [15]

### **Chapter2 Political Environment**

1. Point out roles of business towards the government.[2][2075]
2. Enlist the components of political environment.[2][2074]
3. What is political ideology? [2][2073]
4. How constitutions affect a business? [2]
5. Enlist different types of courts according to draft of new constitution. [2]
6. Write how legislature affects the business sector.[2]
7. What are political institutions? Write their types.[10]
8. Describe government ownership of Nepalese business.[10]
9. Write in favor or against the government ownership of Nepalese business.[10]
10. Explain the nature of business government relations in Nepal. [10]
11. Critically explain the issues and problems of Nepalese political environment.[15]

### **Chapter3 Environment Regulations / Legal Environment**

1. How has the foreign investment technology transfer act been defined?[2][2075]
2. Point out two legislations related to finance and investment.[2][2074]
3. Point out two legislations related to consumer protection.[2][2073]
4. Define technology transfer.[2]
5. Discuss labor relation committee.[2]
6. Write term of patent.[2]
7. List out basic features of law.[2]
8. List out industrial enterprises act, 1992 based on nature. [2]
9. Enlist important business legislation in Nepal. [10]
10. Highlight the major provisions of Income Tax Act, 2002. [10]
11. Explain in brief the features of the Mines and Minerals Act, 1985. [10]
12. Explain rules regarding Labour Act, 1992 in Nepal. [10]
  
13. Explain salient features of enterprises act, 1992. How far this act is suitable for development of industries in the country? Evaluate. [15]

### **Unit 4 Economic Environment**

1. What is privatization? [2][2075]

2. Give the concept of dimensions of economy. [2]
3. Point out the key about the effects of liberalization on Nepalese business.[2]
4. Enumerate the major key of Privatization Act, 1994. [2]
5. Point out the key about the types of liberalization. [2]
6. What is economic environment? Explain the dimensions of economic environment. [10] [2075][2074][2073]
7. Define monetary policy. Explain in brief the different instruments of monetary policy. [10]
8. What is privatization? Write about different methods of privatization. [10][2073]
9. Define liberalization. Write the requirements of liberalization. [10]
10. Write in brief about the objectives and strategies of employment policy. [10]
11. Write the problems of industrial sector in Nepal. [10]
12. Discuss the effects of liberalization on Nepalese business.[10][2074]
13. Write about emerging business environment in Nepal in lights of liberalization. [15]
14. What are the major characteristics of the industrial sectors in Nepal? What are the problems and performance faced by Nepalese Industrial Act present? Explain. [15]

### **Unit 5 Socio-Cultural Environment**

1. What is social class? [2][2075]
2. Enlist social class in Nepal. [2][2074, 2073]
3. Define belief.[2]
4. Write about reference group. [2]
5. What is attitude? [2][5]
6. How does attitude affect business? [7]
7. Define socio cultural environment. Explain its structure in context of Nepal.[10]
8. Explain components of socio cultural environment. [15]

### **Unit 6 Technological Environment**

1. Point out different levels of technology. [2] [2074]
2. What is technology transfer. [2]
3. Write the long-term vision of science and technology. [2]
4. Write the main objective of information technology policy, 2009. [2]
5. Explain the current levels of technology used in Nepalese business.[10][2074]
6. Explain effects of technology on business. [10][2073]
7. Define technology. How technology and business are related to each other. [10][2075]
8. Write how human factor and technology are related? [10]
9. Explain technological environment. [5]
10. What are the components of technology? Discuss the positive and negative impacts of technology on business.[15][2075]
11. Mention the vision, objectives, strategies and policies of the Information Technology Policy, 2009. [15]

### **Unit 7 Asian and Global Environment**

1. Write about political globalization.[2]
2. Write about environment globalization. [2]
3. What is SAFTA? [2]
4. Write any two functions of BIMSTEC. [2]
5. Explain the structure and objectives of BIMSTEC.[10][2075]
6. What is globalization? Describe its forms. [10][2074]
7. What is globalization? Describe its effects. [10][2073]
8. What is WTO? What impacts are perceived for Nepal out of its membership? [10][15]

9. How does a more open global environment increase opportunities and threats to Nepalese business firms. [10]
10. How SAPTA and SAFTA are related? Compare SAFTA and BIMSTEC in terms of their objectives, functions and roles in the Nepalese economy. [15]

## **Part II Strategic Management**

### **Chapter 1 Strategic Management**

1. What is strategic fit? [2][2075]
2. State two characteristics of strategy. [2][2074]
3. Enlist the different levels of strategy. [2]
4. Define strategic management. [2][5][2073]
5. Enlist the different types of business level strategy. [2]
6. What is strategic decision? [2]
7. Explain the process of strategic planning. [10][2075]
8. What do you mean by strategic decisions? How do they differ to operational decisions? [10]
9. Discuss the process of strategic management. [10][2073]
10. What is strategic plan? Write its characteristics. [10]
11. Write role of CEO in strategy implementation. [10][15]
12. What are the characteristics of strategic decision? Discuss its importance. [15][2074]

### **Chapter 2 Establishing Company Direction**

1. Enlist four importance of mission. [2][2075]
2. Define vision and mission. [2][2074]
3. State two characteristics of mission. [2][2073]
4. What is company mission? Give one example. [2]
5. Define objective with an example. [2]
6. Write two limitations of SWOT analysis. [2]
7. What is effectiveness analysis? How is it done? [10][2075]
8. What is SWOT analysis? Enumerate its importance and explain its components. {10}{10}[2074,2073]
9. What is strategic vision? Why development of vision is important in modern organization. {10}
10. Describe characteristics of mission. [10]
11. Describe components of objective. Differentiate between financial and strategic objectives. [10]
12. Development of vision, mission and objectives is the most important function of strategic management. Elaborate. [15]

### **Unit 3 Internal Analysis**

1. What are the supporting activities in a value chain? [2][2075]
2. Point out the areas of internal analysis. [2] [2074]
3. Define competitive advantage. [2]
4. What is internal analysis? [2][5][2074][2073]
5. Write any two components of analysis under human resource management. [2]
6. What is value system? [2]
7. What is historical analysis? [2]
8. Explain effectiveness analysis as a technique of internal analysis. [7][2074]
9. Describe process of internal analysis. [10][2073]
10. Define strategic advantage. Describe the techniques of internal analysis. [10]
11. What is value chain analysis? Explain the process of value chain analysis. [10]
12. What are the sources of competitive advantages? How are core competencies? [10]

13. How can the cost efficiency of an enterprise be analyzed? Why is it necessary? [10]
14. What are the methods of identifying the competitive advantage? Discuss with illustrations. [15]

#### **Unit 4 Evaluating Company Resources and Competitive Capabilities**

1. What is threshold resource?[2][2074]
2. Define strength and weakness. [2][2073]
3. What is unique resource? [2] [2073]Explain its characteristics.[10]
4. Define organizational resources. [2][2074]
5. Define resource deficiency? [2]
6. What is core competency? [2]How does it build strategic advantage? Write.
7. Explain different types of resources.[10][2074]
8. Write about strength and resource capability. [10]

#### **Unit 5 Strategic Options.**

1. What do you mean by expansion strategy? [2][2075]
2. What is horizontal merger? [2] [2075]
3. What is corporate strategy?[2]
4. Define diversification.[2]
5. What is liquidation strategy?[2]
6. Enlist two benefits of differentiation strategy.[2]
7. Enlist the types of strategic alliance. [2]
8. Define stability strategy. Explain its advantages.[ 10]
9. What is combination strategy? Why is it adopted?[10]
10. What is strategic alliance? Why is it done? [10]
11. With suitable examples write about different methods of strategy development. [10]
12. Define strategic option and discuss the direction for strategy development. [15]

#### **Chapter 6 Strategy Foundation and Strategic Choice**

1. Point out the components of technological environment. [2][2073]
2. Write the screening option for acceptability. [2]
3. What do you mean by portfolio analysis? [2][5][2075]Discuss the tools of it. [10] [2075]
4. Write about Hofer's matrix. [2]
5. Define cash cow in BCG matrix. [2]
6. Explain the process of strategy implementation. [10]
7. What is BCG mix? How does it help to develop strategic alternatives? Write. [10]
8. Differentiate BCG and GE matrix. [10]
9. Discuss BCG matrix and GE Nine cells matrix as the techniques of portfolio analysis. [15]
10. Write with examples the different techniques of portfolio analysis. [15]

#### **Chapter 7 Strategy Implementation**

1. What is strategy implementation? Discuss its process. [15][2075]
2. What are management systems? They should be designed for the implementation of strategy? Explain. [10] [2073]
3. What do you mean by organizational structure? How does it relate to strategy implementation? Write. [10]
4. What is matrix structure? Write its advantages and disadvantages. [10]
5. What is resource planning? Why is it needed in resource planning? [10]
6. What is reconstructing? [2]

#### **Unit 8 Strategic Control and Evaluation**

1. What is premise control?[2][2074]
2. What is special alert control? [2][2073]
3. Write about strategic surveillance. [2]
4. Write how operating control differs with strategic control. [2]
5. What is operational control? Explain the process of operational control. [10] [2075]
6. What is strategic control? Differ it from operational control. [10]
7. Write guidelines for proper control and evaluation. [10]
8. Examine importance of different types of control and also explain the measures of performance evaluation. [15]