

TRIBHUVAN UNIVERSITY

Faculty of Management

Office of Dean

Model Question 2026

Full Marks:60

Pass Marks:30

Time: 3 Hrs

BITM/First Semester/ MTH204: Basic Mathematics

Candidates are required to answer all the questions in their own words as far as practicable. Figure in brackets indicate full marks.

GROUP'A'

Brief Answer Questions (Attempt ALL questions)

(5X2=10)

1) Rewrite the following using absolute value sign: $-3 \leq x \leq 5$

2) Show that the following pair of vectors are orthogonal $\vec{a} = -3\hat{i} + 3\hat{j} - 2\hat{k}$ and $\vec{b} = 5\hat{i} + 7\hat{j} + 3\hat{k}$ where

\hat{i}, \hat{j} & \hat{k} are any vectors.

3) Evaluate: $\lim_{x \rightarrow \infty} \frac{5x^2 + 2x - 7}{3x^2 + 9x - 8}$

4) Find the area of curve bounded by x-axis and ordinates of $y = 3x^2$ from $x_1 = 1$ and $x_2 = 2$.

5) Find the value of determinant:

$$\begin{vmatrix} 1 & 7 & 2 \\ 5 & 5 & 2 \\ 6 & 4 & 3 \end{vmatrix}$$

GROUP'B'

Short Answer Questions (Attempt any SIX questions)

(6X5=30)

6) (a) In a survey, it was found that 400 people were randomly selected out of which 182 used Annapurna tea, 169 used Everest tea and 90 persons used both brands. Find the number of person who used exactly one of these brand.

(b) Find the square roots of complex number $z = 3 + i4$

7)(a) A function $f(x)$ is defined as:

$$f(x) = \begin{cases} 2x^2 & \text{for } x < 2 \\ 5 & \text{for } x = 2 \\ 4x & \text{for } x > 2 \end{cases}$$

Is the function continuous at $x=2$? If not, how can you make it continuous?

b) If $f(x) = \frac{ax-2}{x+b}$, $\lim_{x \rightarrow 0} f(x) = 1$ and $\lim_{x \rightarrow \infty} f(x) = 3$, then find the value of $f(5)$.

8) Prove or disprove the vectors $\vec{a} = -a\hat{i} + 4b\hat{j} + 3c\hat{k}$, $\vec{b} = 2a\hat{i} - 3b\hat{j} - 5c\hat{k}$ and $\vec{c} = 2a\hat{i} + 7b\hat{j} - 3c\hat{k}$ are coplanar, where

\hat{i}, \hat{j} & \hat{k} are any vectors.

9) Find $\frac{dy}{dx}$ of the following function: (a) $y = \frac{1}{x+2} - \frac{1}{x-2}$ (b) $x^2 - y^2 = a^2$

10) Evaluate the following integrals:

(a) $\frac{1}{x(1+\log x)} dx$ (b) $(x^2 + 1)e^x dx$

11) Solve the following homogeneous differential equations:

$$2xy \frac{dy}{dx} = x^2 + y^2$$

12) The following table shows the yearly income of a family:

year	2019	2020	2021	2022	2023	2024	2025
Income (Rs millions)	17	20	21	22	23	21	24

Obtain the equation of line by using least square method. Also estimate the income of the family for the year 2026.

GROUP 'C'

Long Answer Questions (Attempt any **TWO** questions)

(2X10=20)

13) The demand and supply function under perfect competition are $Pd = 120 - 4Q$ and $Ps = -60 + 5Q$ respectively, where P and Q denote price and quantity. Find the consumer's surplus, producer's surplus and total surplus.

14) There are three brands of fertilizers, A, B and C in a market. Fertilizer A contains 1 unit of nitrate, 2 units of potash and 3 units of phosphate. Fertilizer B contains 3 units of nitrate, 1 unit of potash and 2 units of phosphate. Fertilizer C contains 2 units of nitrate, 3 units of potash and 1 unit of phosphate. If 11 units of nitrate, 10 units of potash and 9 units of phosphate are necessary for a field, how much each type of fertilizers required for it. (Use Cramer's rule or Inverse matrix method)

15) Let the total cost function of a firm be given as: $C(x) = 300x - 10x^2 + \frac{1}{3}x^3$, where x is an output.

(i) Find the minimum value of the marginal cost function.

(ii) Find the minimum value of average cost function.

(iii) Find the output at which marginal cost is equal to average cost.

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Model Question

Full marks:100
Pass Marks: 50
Time: 3 hours

BBA / 8th Semester/ MKM 212: Branding
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Candidates are required to give their answers in their own words as far as practicable. Figures in the margin indicate full marks.

Attempt all questions.

Group 'A'

Brief Answer Questions [2×10=20]

1. What is trade mark?
2. Mention any four importance of brand to a firm.
3. Write the full form of CBBE.
4. What do you mean by brand mantra?
5. State the criteria for choosing brand elements.
6. Suggest any two brand names for a newly introduced television product.
7. How can firms build brand equity through indirect channels?
8. What is meant by secondary brand associations?
9. What do you mean by brand endorsement?
10. What is content marketing?

Group 'B'

Short Answer Questions (Attempt any Six) [5×6=30]

11. Explain the new challenges and opportunities in branding in the modern business environment.
12. What is brand hierarchy? Briefly explain its levels with suitable examples.
13. What is brand positioning? Explain its significance in branding strategy.
14. Show your acquaintance with the term “brand revitalization.” What are the strategies for brand revitalization?
15. Discuss the role of advertising and sales promotion in brand marketing programs.
16. Explain the advantages and disadvantages of various social media channels as digital marketing tools.
17. How do brand managers reinforce a brand over time? Explain.

Group 'C'

Long Answer Questions (Attempt any Three) [10×3=30]

18. Define branding and explain its importance in modern marketing. How does branding help in creating customer value and competitive advantage?
19. Explain the concept of brand equity. What are the major components of brand equity?
20. What is brand loyalty? Explain the factors that influence brand loyalty and its significance for business organizations.
21. Evaluate the branding practices of any Nepalese company and analyze how it has created a strong brand in the market.

Group 'D'

22. Comprehensive Answer Questions: (4×5=20)

Read the following case carefully and answer the questions given below.

Dhristi Boutique (DB) was established in 2000 at Kumaripati, Lalitpur, Nepal. The boutique specializes in the production and sale of a wide variety of ready-made garments and cloth materials. Its product range includes formal wear, casual wear, and traditional/cultural dresses. The boutique primarily serves Nepali consumers who seek fashionable, comfortable, and quality dresses.

Within a few years of its establishment, Dhristi Boutique gained recognition in the local fashion market. By 2004, it had begun to emerge as a recognizable brand among nearly 500 boutiques operating in Nepal.

In an interaction, the Managing Director and Proprietor of Dhristi Boutique stated that the company was founded to meet the growing domestic demand for boutique-produced dresses in Nepal. According to the proprietor, the boutique introduced its products with the objective of offering high-quality and stylish clothing tailored to Nepali consumer preferences.

Over time, Dhristi Boutique became increasingly recognized through its brand name and logo, which helped build its identity in the market. In addition to selling dresses, the boutique also established a training center, indicating its involvement not only in fashion retailing but also in fashion-related skill development.

Dhristi Boutique places strong emphasis on customized marketing. It mainly targets: middle-class female consumers, higher-income female consumers, selected foreign customers

The boutique designs and prepares dresses according to the tastes, needs, and preferences of its target customers. This customer-focused approach helps it create a more personalized and differentiated brand experience.

The boutique emphasizes quality, durability, and comfort as key strengths of its products. To maintain quality standards, it imports a significant portion of its raw materials from different countries, as local materials are often considered insufficient in meeting the required quality. According to the management, the approximate ratio of foreign to Nepali raw materials is 80:20.

The proprietor claims that although some imported dresses available in the market may be more attractive and cheaper, Dhristi Boutique's products are superior in terms of: quality, durability, comfort, customer satisfaction

This quality-focused approach is one of the major factors that differentiate the brand from competitors.

Dhristi Boutique products are available at its main showroom in Kumaripati, Lalitpur, and also in other major cities of Nepal. This indicates that the brand has gradually expanded its market presence beyond its initial local base.

The company communicates information about its products and services through National magazines, Regional magazines, Fashion-related talk shows , Sponsored fashion programs. These promotional efforts have helped create awareness and visibility for the boutique among its target customers.

As part of its market strategy, Dhristi Boutique offers different customer schemes and incentives to encourage purchase and trial. The management has expressed a long-term vision of Diversifying its product range, Expanding sales beyond Nepal, Entering the SAARC market in the future . Although the company does not currently export its products, it plans to do so in the near future.

Questions:

- a. Identify the target market of Dhristi Boutique and explain how the brand has attempted to satisfy the needs of its target customers.
- b. What major factors have contributed to the emergence of Dhristi Boutique as a recognized brand in Nepal? Explain briefly.
- c. How does Dhristi Boutique differentiate itself from other boutiques in the Nepali market?
- d. How has Dhristi Boutique used promotion to create awareness and build its brand image?

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Model Question

Full marks:100
Pass Marks: 50
Time: 3 hours

BBA / 8th Semester/ MKM 211: Internet Marketing

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

Attempt all questions.

Group 'A'

Brief Answer Questions [2×10=20]

1. What do you mean by e-marketing? Give one example.
2. What is Web 1.0?
3. Mention any two characteristics of Web 2.0.
4. What is meant by the digital divide?
5. Mention any two types of e-business models.
6. What is a napkin e-marketing plan?
7. Mention any two ethical issues in e-marketing.
8. What is a marketing database?
9. What is an online distribution channel?
10. What is social media advertising?

Group 'B'

Short Answer Questions (Attempt any Six) [5×6=30]

11. Discuss the significance of technology readiness in the e-marketing environment.
12. Explain the steps involved in preparing an e-marketing plan.
13. Discuss privacy and digital property issues in e-marketing.
14. What is a data-driven strategy? Explain with suitable examples.
15. Describe the role of data warehouses in marketing decision-making.
16. Explain various internet-based pricing strategies.
17. Discuss the role of online intermediaries in the distribution channel.

Group 'C'

Long Answer Questions (Attempt any Three) [10×3=30]

18. Explain the meaning and evolution of e-marketing. How have Web 1.0, Web 2.0, and Web 3.0 influenced customer engagement and business models?

19. “The e-marketing environment plays a vital role in determining the success of digital businesses.” Critically examine this statement with reference to global markets, emerging economies, and the digital divide.
20. Explain the components of the e-marketing mix with suitable examples.
21. Discuss the role of social and digital media marketing in modern business. Also explain major tools such as search engine marketing, social media advertising, and mobile advertising.

Group 'D'

[5×4=20]

22. Read the following case and answer the questions given below.

Digital Expansion Strategy of Daraz Nepal

Daraz Nepal, a leading e-commerce platform, has rapidly expanded its operations in recent years due to increasing internet penetration, smartphone usage, and growing consumer preference for online shopping. The platform offers a wide range of products including electronics, fashion, and household items, targeting both urban and semi-urban consumers. With the rise of digital payment systems such as eSewa and Khalti, Daraz has been able to facilitate smoother transactions. However, a significant portion of customers still prefers cash-on-delivery due to trust issues, indicating a gap in consumer confidence toward digital payment security.

Despite its growth, Daraz Nepal faces several operational and marketing challenges. In rural and remote areas, low digital literacy and limited access to reliable internet services restrict the adoption of online shopping. Furthermore, increasing competition from local e-commerce startups and social media-based sellers has intensified the need for differentiation. Logistics and delivery inefficiencies, especially outside major cities, have led to delays and customer dissatisfaction. Additionally, customer retention has become a concern as users frequently switch platforms in search of better prices, faster delivery, and improved service quality.

To address these challenges, Daraz Nepal plans to strengthen its e-marketing strategy by leveraging data-driven decision-making and advanced digital tools. The company aims to use personalized advertising, influencer marketing, and targeted social media campaigns to enhance customer engagement and brand loyalty. It is also considering investments in improving logistics infrastructure and promoting digital literacy campaigns to expand its reach in untapped markets. Through these strategies, Daraz seeks to build long-term customer relationships, improve service efficiency, and sustain its competitive advantage in Nepal’s evolving e-commerce landscape.

Questions:

- a. Identify the major e-marketing challenges faced by Daraz Nepal and formulate any two strategic objectives to address them.
- b. Suggest a suitable data-driven e-marketing strategy for Daraz Nepal.
- c. Recommend appropriate digital promotional tools for Daraz Nepal and justify their effectiveness.
- d. Design any five questionnaire items to assess customer satisfaction with online shopping services.

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Model Question

Full marks:100
Pass Marks: 50
Time: 3 hours

BBA / 8th Semester/ MKM 204: Services Marketing

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

Attempt all questions.

Group 'A'

Brief Answer Questions [2×10=20]

1. What is service marketing?
2. Mention any four characteristics of services.
3. What is meant by supplementary service?
4. Define relationship marketing.
5. What is zone of tolerance in service marketing?
6. What is meant by Moment of Truth (MOT)?
7. State any five dimensions of service quality.
8. What is SERVQUAL?
9. What is service blueprinting?
10. Mention any four emerging service sectors in Nepal.

Group 'B'

Short Answer Questions (Attempt any Six) [5×6=30]

11. Define service and explain how services differ from goods.
12. What is the Flower of Service? Briefly explain its components.
13. Explain the concept of buyer behavior in service marketing and mention the major factors influencing it.
14. What is consumer satisfaction? Explain its determinants in service organizations.
15. What is service failure? Discuss how customer complaints can be handled effectively.
16. Explain the concept and importance of service quality in modern business organizations.
17. What is service pricing? Briefly explain any four approaches to service pricing.

Group 'C'

Long Answer Questions (Attempt any Three) [10×3=30]

18. Discuss the service marketing mix (7Ps) and explain its significance in service organizations.
19. Explain the Service Quality Gap Model and discuss how service firms can minimize service gaps.
20. Discuss the new service development process and explain the importance of service branding in competitive markets.
21. Discuss the present status, opportunities, and challenges of service marketing in Nepal with suitable examples.

Group 'D'

22. Comprehensive Answer Questions: (4×5=20)

Read the following case carefully and answer the questions given below.

Case: Service Quality and Customer Experience in Nepalese Banking

Himalayan Trust Bank Ltd. is one of the growing commercial banks in Nepal, with branches in major cities and semi-urban areas. Over the last few years, the bank has expanded its services by introducing mobile banking, internet banking, ATM services, QR payment, loan processing support, and customer help desks. The bank has also attempted to improve its service environment by renovating branch interiors and introducing token systems for queue management.

Despite these improvements, the bank has been receiving increasing customer complaints. Many customers report that branch services are slow, employees are not always cooperative, complaint handling is weak, and service delivery is inconsistent across branches. Some customers appreciate the digital services, but others complain that online support is poor and that problems are not resolved quickly. Elderly customers often find digital platforms difficult to use, while younger customers expect faster and more personalized services.

The management has realized that customers are not only comparing the bank with other Nepalese banks, but also with international digital service standards. The bank now wants to improve customer satisfaction, build long-term customer relationships, and strengthen its overall service quality.

To address these issues, the management is considering redesigning its service process, improving employee training, strengthening complaint handling systems, and developing customer-focused service strategies.

Questions:

- a. Analyze the major service marketing problems faced by Himalayan Trust Bank Ltd.
- b. Explain how the Service Quality Gap Model can be applied to this case.

c. Discuss the role of people, process, and physical evidence in improving the bank's service quality.

d. Suggest suitable relationship marketing and service recovery strategies for enhancing customer satisfaction and loyalty.

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Model Question

Full marks:100

Pass Marks: 50

Time: 3 hours

BBA / 8th Semester/ MKM 210: Marketing Research

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

Attempt all questions.

Group 'A'

Brief Answer Questions [2×10=20]

1. Define marketing research.
2. State any two roles of marketing research in business decision making.
3. What is meant by applied research?
4. What is a research problem?
5. Define hypothesis.
6. What is research design?
7. What is sampling?
8. Name any two types of measurement scales used in research.
9. Mention any two sources of secondary data.
10. What is a questionnaire?

Group 'B'

Short Answer Questions (Attempt any Six) [5×6=30]

11. Explain the meaning and nature of marketing research.
12. Discuss the scope of marketing research in modern business organizations.
13. What is problem formulation? Explain the major steps in defining a research problem.
14. What is a research objective? How are research objectives written?
15. Explain the concept of research design and discuss its major components.
16. What is sampling? Explain the advantages of sampling in marketing research.
17. Discuss the methods of primary data collection used in marketing research.

Group 'C'

Long Answer Questions (Attempt any Three) [10×3=30]

18. Discuss the marketing research process in detail and explain its importance in strategic decision making.
19. Explain the process of defining a research problem and discuss the role of hypothesis formulation in marketing research.

20. What is research design? Explain the different types of research design with suitable examples.

21. Discuss the methods of data collection and analysis in marketing research. Also explain the role of statistical analysis and scaling techniques.

Group 'D'

22. Comprehensive Answer Questions: (4×5=20)

Read the following case carefully and answer the questions given below.

Case: Customer Preference Study for a New Beverage Product in Nepal

A Nepalese beverage company, Himal Fresh Pvt. Ltd., is planning to launch a new fruit-based ready-to-drink beverage targeted at college students and young professionals in Kathmandu Valley. The company has observed growing competition in the beverage market and wants to understand consumer preferences before introducing the product.

The management is particularly interested in knowing:

- what flavor customers prefer,
- what packaging size is most convenient,
- what price customers are willing to pay,
- what promotional tools influence purchase decisions,
- and whether health consciousness affects beverage choice.

Initially, the company collected some secondary information from industry reports, retail sales data, and social media trends. However, management found that the available information was incomplete and not fully relevant to their decision-making needs.

Therefore, the company decided to conduct a formal marketing research study. The research manager suggested that the company should first define the research problem clearly, set research objectives, and formulate possible hypotheses. The company also needs to decide whether to use survey, observation, or experiment methods for collecting primary data. Since it is difficult to collect data from every customer in Kathmandu Valley, the company is planning to use sampling.

The management further wants to prepare a structured questionnaire and use suitable statistical tools to analyze the collected data for making a final marketing decision.

Questions:

- a. Identify the research problem and write any two suitable research objectives for this case.
- b. Suggest an appropriate research design and justify your answer.

c. Explain which data collection method and sampling technique would be most suitable for this study.

d. Discuss how the company can use questionnaire design, scaling, and data analysis for effective decision making.

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Model Question

Full marks:100

Pass Marks: 50

Time: 3 hours

BBM / 8th Semester/ MKM 209: Retail Marketing
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Candidates are required to give their answers in their own words as far as practicable. Figures in the margin indicate full marks.

Attempt all questions.

Group 'A'

Brief Answer Questions [2×10=20]

1. Mention any three factors which illustrate the growing importance of the retail sector.
2. Name three cyclical theories of retail change.
3. Give the meaning of disintermediation in retail business.
4. What is trickle-across theory?
5. Point out any two tangible and two intangible features of retailing.
6. Write down any three types of big retail institutions
7. What are the various promotional budget approaches?
8. What is store loyalty?
9. Write down any three new trends in Nepalese retail business.
10. Mention any three sales promotion tools used in Nepalese retail business.

Group 'B'

Short Answer Questions (Attempt any Six) [5×6=30]

11. Define merchandise management and briefly explain any two methods of planning and calculating inventory levels.
12. What is a retail marketing mix? Discuss whether the four Ps are sufficient for retail business.
13. What is price sensitivity? Explain the factors affecting price sensitivity.
14. What is retail advertising? Describe any five types of advertising used in retail business.
15. Explain markdown pricing policy and the major considerations for retailers while applying it.

16. What is service quality? Why is there increasing emphasis on quality control in retail business?

17. Discuss the retail marketing practices in Nepal with examples.

Group 'C'

Long Answer Questions (Attempt any Three) [10×3=30]

18. Elaborate on the concept of retail brand positioning and its significance in building strong market presence.

19. Discuss the buying decision process and factors affecting consumer buying from a retail management perspective.

20. Discuss the Gronroos Model of perceived quality management and its relevance in retail management.

21. Why is efficient space allocation crucial in merchandise management? How does it impact retail performance? Discuss.

Group 'D'

22. Comprehensive Answer Questions: (4×5=20)

Read the following case carefully and answer the questions given below.

For years, buying a car was considered a dangerous and risky business. The CarMax emerged to change the face of the industry and its standards. Circuit City, a major retailer of electronic products, started CarMax, the Auto Superstore, in 1993 in Richmond, Virginia, where its headquarters are located. CarMax is not America's leading specialty retailer of used cars; it operates 80 used car superstores in 19 states. CarMax also operates a number of new-car franchises that are integrated with or in its used-car superstores and annually sells a total of over 300,000 cars.

What's so special about CarMax? The company locates its used-car superstores, each carrying around 500 cars, on large lots on the outskirts of a city near a major highway. Customers enter an attractive display room, where a sales associate finds out what kind of car they want and then escorts them to a computer kiosk. Using a touch screen, the associate retrieves a full listing of the cars in stock that meet the customer's criteria. A color display of each car can be shown along with the vehicle's features and its fixed selling price. The company has over 15000 cars in all, nearly every make and model.

There is no price negotiation. The salesperson, paid a commission on the number of cars sold rather than their value, has no incentive to push higher-priced cars. The customer is

informed that CarMax mechanics have carried out a 110-point inspection and made any necessary repairs beforehand. Furthermore, a car buyer receives a 5-day money-back guarantee and a 30-day comprehensive warranty. If the buyer wants financing the CarMax associate can arrange it in 20 minutes. The entire process typically takes less than one hour.

But tight margins mean that CarMax must run a tight ship, buying and selling cars at the right price. Here are some key facts and figures that underlie its business model:

- 25% - percentage of sellers who say yes to CarMax' offer
- 6 – number of days it takes to recondition a car
- \$1,000 – average money spent reconditioning a car
- 30 – number of days before a car sells
- 80% - percentage of buyers who finance at CarMax
- \$1807 – average gross profit on a sale

CarMax uses a sophisticated inventory system to keep track of which models sell and when demand shifts. Although the major U.S. automakers have experienced a decline in sales and profitability in recent years, CarMax has thrived, with revenue approaching \$8 billion.

Questions:

- a. Analyze the retail business model of CarMax and explain how it differs from the traditional automobile retailing system.
- b. Explain how CarMax has used the elements of retail marketing mix to create customer value and competitive advantage.
- c. Discuss the importance of inventory management and service quality in the success of CarMax.
- d. Critically evaluate the key success factors of CarMax as a modern retail institution.

Model Question

BBA / 8th Semester / MKM 208: Public Relations & Media Management
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Candidates are required to give their answers in their own words as far as practicable. Figures in the margin indicate full marks.

Attempt all questions.

Group 'A'

Brief Answer Questions [2×10=20]

1. State any two objectives of public relations.
2. Mention any two ethical issues in public relations.
3. Mention any two tools of public relations.
4. What is a news release?
5. Define advertising agency.
6. What is media frequency?
7. Why is creativity important in advertising?
8. What are the 5Ms in media strategy?
9. What is Brand Development Index (BDI)?
10. What do you mean by ATL promotion?

Group 'B'

Short Answer Questions (Attempt any Six) [5×6=30]

11. What is marketing Communication? Explain the two-step communication model with example.
12. Explain the nature and process of public relations.
13. What is PEST analysis? Why is it useful in PR planning? Explain.
14. Describe the functions and types of advertising agencies.
15. Explain the criteria for media selection in media planning.
16. Discuss the major methods of advertising budgeting.
17. Discuss the role of Advertising Agency Association of Nepal (AAN) in the development of advertising and media practices in Nepal.

Group 'C'

Long Answer Questions (Attempt any Three) [10×3=30]

18. Explain the importance of public relation in business organizations. Also discuss the linear model and two-step communication model.
19. What is public relations planning? Explain the process of developing a strategic PR plan with suitable examples.
20. Discuss the role of traditional media and new media in public relations campaigns. How can organizations target the right audience effectively?
21. Explain the concept of media planning. Discuss the media planning process with examples.

Group 'D'

Comprehensive Answer Questions [4×5=20]

22. Read the following case carefully and answer the questions given below:

Case: Himalayan Herbal Care Pvt. Ltd.

Himalayan Herbal Care Pvt. Ltd. is a Nepalese company established in **2016** in Kathmandu. The company produces herbal beauty and personal care products such as herbal shampoo, face wash, soap, lotion, and essential oils. It mainly targets urban youth, health-conscious consumers, women customers, and middle-income families who prefer natural and eco-friendly products.

At the beginning, the company faced difficulty in creating awareness because the market already had many imported and domestic beauty brands. To build a strong image, the company focused on quality, natural ingredients, local identity, and customer trust. It adopted the slogan “Nature for Better Living” and used a green leaf-based logo to communicate its eco-friendly brand identity.

To strengthen its relationship with customers and the public, Himalayan Herbal Care began using several public relations tools. It regularly issued press releases about new product launches, participated in health and beauty exhibitions, sponsored women’s awareness programs, and organized free skin-care counseling events in colleges and shopping malls. These activities helped the company gain public attention and goodwill.

The company also used different forms of media to communicate with its target audience. It advertised through FM radio, local newspapers, beauty magazines, Facebook, Instagram, and YouTube. It found social media especially effective in reaching young consumers and receiving immediate feedback.

Before launching a new herbal skincare line, the company conducted a basic SWOT analysis. It found that its strengths were product quality and local ingredients, while its weaknesses included limited advertising budget and low market reach outside major cities. The opportunities included rising health awareness and growing demand for herbal products, while threats came from foreign brands and price competition.

For promotion, the company used both ATL and BTL activities. It ran radio and online advertisements as ATL tools and used product sampling, event sponsorship, and customer interaction programs as BTL tools. To control promotional costs, the management followed the objective/task method of budgeting, where it allocated budget according to specific communication goals.

Recently, Himalayan Herbal Care has planned to expand its market to Pokhara, Chitwan, and Butwal. The management now wants to improve its media planning and PR campaign effectiveness to build a stronger brand image across Nepal.

Questions:

- a. Identify the major target publics of Himalayan Herbal Care Pvt. Ltd. and explain how the company has tried to build a positive relationship with them.
- b. What PR tools and media channels has the company used to create awareness and public goodwill? Explain briefly.
- c. How has SWOT analysis helped the company in its public relations and promotional planning?
- d. Evaluate the company's use of ATL and BTL promotional activities in the Nepalese market context.

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Model Question 2026

Full Marks: 100

Time: 3 Hrs

BBA/ Eighth Semester/ BNK 221: Corporate Financing Decision
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Candidates are required to give their answers in their own words as far as practicable.

Group - A

Brief Answer Questions (Attempt ALL Questions)

[10×2=20]

1. What do you mean by corporate financing decision?
2. Define preemptive right.
3. List out the major types leases.
4. Write the meaning of trust-receipt loan.
5. Define financial distress.
6. What is meant by call feature of bond?
7. Write about founders and angels in financing.
8. What do you mean by moratorium period in a term loan?
9. Star Traders buys under terms of $\frac{3}{10}$ net 50. Star Trader does not take discount and pays on 60th day. What is the annual percentage cost of stretching accounts payable? Assume 360 days in a year.
10. Shikhar Company has 500,000 shares outstanding and the firm's charter provides for a cumulative voting procedure. The company has nine directors. What is the minimum number of shares needed to ensure the election of one director?

Group - B

Descriptive Answer Questions: (Attempt any SIX Questions)

[6×5=30]

11. Describe the features of optimal capital structure.
12. Discuss the merits and demerits of long-term debt as a source of financing.
13. Explain the concept and importance of venture capital financing.
14. What is leveraged buyout? Describe the characteristics of successful LBO.
15. Differentiate between operating lease and financial lease.
16. The Mega Company has warrants outstanding that expire in three years. Each warrant entitles the holder to purchase two shares of common stock at an exercise price of Rs 150 per share. Determine theoretical value and premium over the theoretical value if the respective prices of common stock and warrants are:
 - a. Rs 140 per share and Rs 10 per warrant.
 - b. Rs 160 per share and Rs 40 per warrant.
17. Akash Food Company (AFC) projects an increase in sales from Rs 1,200,000 to Rs 1,800,000 but it needs an additional Rs 200,000 of current assets to support this expansion. The money can be obtained from the bank at an interest rate of 12 percent, discount interest; no compensating balance is required. Alternatively, AFC can finance

the expansion by no longer taking discounts, thus increasing accounts payable. AFC purchases on the terms of 3/10, net 40, but it can delay payment for an additional 20 days and thus becoming 20 days past due without a penalty.

Based strictly on effective annual interest rate comparisons, how should AFC finance its expansion?

Group - C

Analytical Answer Questions (Attempt any THREE Questions)

[3×10=30]

18. Explain the methods of issuing securities. Also discuss the process of initial public offering.
19. The Nepal Energy Company has announced a rights offer to raise Rs 600 million for a new Gas Station. The stock currently sells for Rs 600 per share, and there are 4.8 million shares outstanding. Par value is Rs 100.
 - a. What is the maximum possible subscription price? What is the minimum?
 - b. If the subscription price is set at Rs 500 per share, how many shares must be sold?
 - c. How many rights will it take to buy one share?
 - d. What is the value of a right?
 - e. What is the ex-rights price?
 - f. Show how a shareholder with 1,000 shares before the offering and no desire (or money) to buy additional shares is not harmed by the rights offer.
20. The Kathmandu Electronic Company (KEC) intends to borrow Rs 800,000 to support its short-term financing requirements during the next year. The financing alternatives offered by the bank include:
 - Alternative 1:** A discount interest loan with a simple interest of 15 percent and no compensating balance requirement.
 - Alternative 2:** A 14 percent simple interest loan that has a 15 percent compensating balance requirement.
 - Alternative 3:** Rs 1 million revolving line of credit with simple interest of 12 percent paid on the amount borrowed and a 1 percent commitment fee.
 - a. Compute the effective cost (rate) of each financing alternative assuming KEC borrows Rs 800,000. Which alternative should it use?
 - b. Discuss the factors other than cost to be considered while choosing a bank for short-term loan.
21. Himalaya Company can lease equipment for three years, making annual payments of Rs 150,000 per year at the end of each year or they can buy the equipment for Rs 300,000. At the end of third years, the equipment will have Rs 60,000 salvage value. The firm's before tax cost of debt is 10 percent. The company uses straight-line depreciation and has a 40 percent tax rate.
 - a. Calculate cost of leasing.
 - b. Calculate cost of purchasing. Should the machine be leased or purchased?
 - c. The appropriate discount rate for cash flows used in the analysis is the firm's after-tax cost of debt. Why?

Group - D

Comprehensive Answer Questions/Case Study:

[5×4=20]

22. Read the following case carefully and answer the question that follow:

The Himalayan Herbal Company (HHC) has grown rapidly during the past five years. Recently, it has discovered new investment opportunity. Company is planning to increase debt to finance the new project. There are two alternatives to raise debt capital for the company: i. convertible debenture, ii. bonds with warrants. HH Company is contemplating-raising Rs 10 million by means of a debt issue. It has the following alternatives:

- a. A 20-year, 8 percent convertible debenture issue with a Rs 50 conversion price and Rs 1,000 face value.
- b. A 20-year, 10 percent straight bond issue. Each Rs 1,000 bond has a detachable warrant to purchase four shares for Rs 50 a share.

The company has a 50 percent tax rate, and its stock is currently selling at Rs 40 a share. Its earnings before interest and taxes are a constant 20 percent of its total capitalization, which currently appears as follows:

Common stock (par Rs 5)	Rs 5,000,000
Additional paid-in capital	10,000,000
Retained earnings	15,000,000
Total	Rs 30,000,000

- i. Show the capitalizations before and after conversion of convertible.
- ii. Show the capitalizations before and after exercise of warrants.
- iii. Compute earnings per share currently and before and after conversion of convertible and exercise of warrant.
- iv. Describe the reasons for issuing warrants and convertible.

THE END

BBM/ Eighth Semester/ BNK 218: Microfinance and Rural Banking

Candidates are required to give their answers in their own words as far as practicable.

Group “A”

Brief Answer Questions. [10 x 2 = 20]

1. State any three functions of microfinance and rural banking.
2. Write four types of BFIs of Nepal as classified by NRB.
3. What is non-collateral financing?
4. State the meaning of SHGs.
5. List out the need of micro insurance to support microfinance.
6. Write the full form of PEARLS.
7. Highlight the loan loss provision made by NRB to microfinance.
8. State any two reasons for regulating the microfinance and rural banking.
9. What do you mean by SDGs and CGAP?
10. State the meaning of risk management.

Group “B”

Short Answer Questions: Attempt Any SIX questions. [6 x 5 = 30]

11. Briefly explain the history of microfinance and rural banking in Nepal.
12. Describe the seven basic cooperative principles.
13. Discuss the problems encountered by microfinance and rural banking in Nepal.
14. Describe the importance of microfinance and rural banking in Nepal.
15. Briefly explain the needs of regulation and supervision in microfinance and rural banking.
16. Highlight the major provisions National Microfinance Policy.
17. Briefly explain the major provision of BAFIA.

Group “C”

Long Answer Questions: Attempt any THREE questions. [3 x 10 = 30]

18. Define microfinance and rural banking. Explain the various types of models exist in Nepal.
19. Discuss the various products and services offered by the microfinance and rural banking in Nepal.
20. Explain the emerging issues and challenges in microfinance and rural banking. Also suggest the ways to solve.
21. Define sustainable development. How does microfinance and rural banking contribute in SDGs? Discuss.

Group “D”

22. *Comprehensive questions/Case analysis/Situation analysis question: [4 x 5 = 20]*

Micro-finances are one of the most basic banking institutions for household who have no access to big banks because of their loan size, service charge and strict terms and conditions. Various study shows that the microfinance play on socio-economic upliftment of rural households on different aspect. In this context, ABC Rural microfinance institution dedicated to empowering rural entrepreneurs through the provision of microloans and accompanying training. It highlights the bank's mission to support small business owners in a semi-rural community, showcasing the journeys of three borrowers: Mina, a vegetable vendor; John, a carpenter; and Anita, a dairy farmer. Each leveraged microloans to grow their businesses, illustrating the significant social and economic impact of microfinance on rural development. However, the case also addresses the challenges faced by ABC, such as repayment difficulties, competition from informal lenders, and the need for ongoing support and training for borrowers. Ultimately, the case provides insights into the effectiveness and limitations of microfinance in fostering entrepreneurship, emphasizing the potential for technological and strategic advancements to enhance future initiatives.

- a. Why do deprived people in rural area approach to microfinance for financial services?
- b. How does the microloan benefit each of the borrowers, and what are the broader implications for the community?
- c. What additional support mechanisms could ABC implement to improve borrower and institution outcomes?
- d. Discuss the potential risks associated with microfinance for the borrowers and the institution.

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT

Office of the Dean

Model Question

Full Marks: 100

Time: 3 Hrs

BBA/ Eighth Semester/ BNK 209: Insurance and Risk Management

Candidates are required to give their answers in their own words as far as practicable.

Group - A

Brief Answer Questions (Attempt ALL Questions)

[10×2=20]

1. Define risk, peril and hazard.
2. What do you mean by systemic risk?
3. List out the objectives of risk management.
4. Define risk pooling.
5. Define insurance and list down its basic characteristics.
6. Differentiate life insurance and non-life insurance.
7. Define loss forecasting. List out the common techniques of loss forecasting.
8. How does Risk Management Information System help in risk management?
9. What are the tax benefits and payout taxes for life insurance in Nepal?
10. Define third-party liability insurance in terms of auto (motor) insurance.

Group - B

Descriptive Answer Questions: (Attempt any SIX Questions)

[6×5=30]

11. Differentiate between insurance and gambling.
12. Explain the concept and significance of law of large number in risk pooling?
13. Define adverse selection. Explain the tools used by insurance companies to control the chance of adverse selection.
14. Explain about premature death. Also explain its financial implications.
15. Mr. Suman Thapa, aged 40, is married and has two children. He earns Rs.600,000 annually and plans to retire at age 60. Of this amount, Rs.30,000 is used for taxes, life and health insurance, and his personal needs. The remaining amount is used to support his family. Using a discount rate of 6 percent, calculate the human life value of Mr. Shrestha. Note that the present value of Re.1 received annually for 20 years at 6% is Rs.11.4699.
16. Explain the third-party liability insurance in terms of auto (motor) insurance.
17. Explain social insurance with few examples.

Group - C

Analytical Answer Questions (Attempt any THREE Questions)

[3×10=30]

18. Explain the concept and process of risk management.
19. Explain the fundamental legal principles of insurance contract.
20. Explain about agriculture insurance. Why do you think agriculture insurance is important for countries like Nepal?
21. Insurance is one of the heavily regulated area of the overall financial system. In light of this statement, explain the reasons for insurance regulations.

Group - D

Comprehensive Answer Questions/Case Study:

[4×5=20]

22. Read the following case carefully and answer the question that follow:

Aarav Sharma is a 42 years old Senior Project Manager and the primary breadwinner for his family with a spouse and two children. He is also a stock investor and trader. Recently, he decided to quit his job and start his own venture named Everest Tech Solutions, a consultancy firm that specializes in digital transformation for local financial institutions. He has invested a significant portion of his personal savings into the startup, leased a modern office space, and hired five employees. As Everest Tech Solutions begins its operations, Aarav faces a complex web of risks that threaten both his personal financial stability and the viability of his new business.

Aarav's family relies entirely on his income. If he were to suffer a premature death, become permanently disabled or get diagnosed with a critical illness, his family would be unable to meet their living expenses and education costs for their children. Further, his family will not have funds to pay off the mortgage on their house and the car. The new office contains expensive server equipment and high-end laptops. A fire or a localized earthquake could result in a total loss of physical assets. There is also the risk of data breach on the client's server due to a configuration error his employee. The loss of sensitive customer data and business interruption could expose his business to enormous liability.

Aarav is planning to purchase a life insurance policy to ensures that in the event of his untimely demise, his family receives a lumpsum to clear the mortgage and fund his children's education. He is also worried that if he becomes permanently disabled due to accident or gets diagnosed with any critical illness, he will not be able to work and his regular income would be lost.

With years of experience, Aarav also knows there are insurance coverages available to cover the office and its contents (servers, furniture, and electronics) against fire, lightning, and natural disasters like earthquakes or floods. He is also aware about the professional liability insurance that can protect his company against data breaches or other losses due to negligence, errors and omission of his employees during their professional services. He believes the Professional Liability Insurance Policy will provide coverage for the damage to the client as well as the legal costs to be paid for defending his organization. Aarav is also planning to take a group health insurance policy for his five employees to retain the employees as well as to ensure that they have access to quality healthcare without financial strain.

Case Study Questions

- a) Identify all the pure risks and speculative risks faced by Aarav or his organization.
- b) Which type of life insurance policy do you suggest to Aarav? Justify your answer. What additional benefits could be added to the policy to enhance the coverage?
- c) How can a Professional Liability Insurance protect Everest Tech Solutions?
- d) Why do you think is the decision to provide Group Health Insurance for the staffs considered a risk management tool, rather than just an additional expense to the organization?

THE END

Model Question

BBA/ Eighth Semester/ BNK 202: Financial Derivatives

Candidates are required to give their answers in their own words as far as practicable.

GROUP – A

Brief-answer Questions

[10 × 2 = 20]

1. Why is a derivative instrument known as a zero-sum game?
2. Why do investors pay more for an American option than similar European option?
3. An investor who wants to achieve maximum gain and accept a higher maximum loss selects a call option with a lower exercise price. Justify.
4. A longer-lived option has a higher price. Do you agree? Give reasons.
5. Define future contract.
6. What do you mean by upside capture in portfolio insurance?
7. Under what conditions is a long hedge using futures suitable?
8. Write the meaning of synthetic instruments.
9. Why do investors prefer bull spreads from call options over those from put options?
10. If you want to change the fixed-rate liability in to floating-rate liability using a swap, how would you do it?

GROUP – B

Short-answer Questions: (Attempt any SIX Questions)

[6 × 5 = 30]

11. Describe the role of the derivative market.
12. An investor purchased a June put option with an exercise price of Rs 600 by paying a premium of Rs 50 and is holding it until June. Under what circumstances will the option be exercised? Under what circumstances will the holder of the option make a profit? With the help of a diagram, explain how the profit from a long position in the option depends on the stock price at the maturity of the option.
13. An equity swap between the Employee Provident Fund (EPF) and Nabil Dealer is entered into. EPF pays floating interest payments based on SOFR, and Nabil pays a return on the NEPSE index. The payments are made quarterly, assuming a 30-day month and a 360-day year. The NEPSE index at the time of swap initiation was 2745.63, and the 90-day SOFR was 8 percent. Now, assume it is 50 days into the life of the swap. The NEPSE is now 2825.02, and the 40-day SOFR rate is 7.8 percent. Find the value of the swap today. Assume a notional principal of Rs 50,000,000.
14. People's Power Company (PCC), a Nepalese hydro-power company, purchased equipment from Baltimore Heavy Industry, a U. S. firm, for \$5 million payable in one year. The current spot rate is Rs 140 per dollar, and the one-year forward rate is 130 yen per dollar. The annual interest rate is 5% in Nepal, and 8% in the U.S. PCC can also buy a one-year call option on the dollar at the strike price of Rs 125 per dollar for a premium of Rs 14 per dollar.
 - a. Assuming that the forward exchange rate is the best predictor of the future spot rate, compute the expected future rupee cost of meeting this obligation when the option hedge is used.
 - b. At what future spot rate do you think PCC may be indifferent between the option and forward hedge?
15. HDL stock is currently selling at Rs 900. A put option on HDL has an exercise price of Rs 1000 and matures in one year. The annually compounded interest rate is 8 percent. The quoted price of the put option is Rs 60. Identify the appropriate arbitrage opportunity and show the arbitrage profit for the stock price of Rs 800 and Rs 1200 after one year.
16. The stock of Birat Company is currently selling for Rs 650. A 6-month call option on the stock has an exercise price of Rs 660. The standard deviation of returns on Birat stock has been estimated to be 50 percent. Currently, the 6-month T-bill rate is 10 percent. Using the BSM model, calculate the price of the call option on Birat.
17. An investor enters into two long futures contracts on orange. Each contract has a contract size of 10,000 pounds. The current futures price is Rs 100 per pound. The initial margin is Rs 3,00,000 per contract, and the maintenance margin is Rs 1,50,000.
 - a. What price change would lead to a margin call?
 - b. What happens if the margin call money is not deposited?
 - c. Under what circumstances could Rs 1,00,000 be withdrawn from the margin account?

GROUP – C

Long-answer Questions: (Attempt any THREE Questions)

[3 × 10 = 30]

18. NRIC stock is currently trading at Rs 1200 per share. At-the-money options on NRIC with 180 days to expiration are actively traded in the option exchange. You want to use the binomial model to value this option and expect that either the stock price increases by 25 percent or it decreases by 20 percent at the end of six months. You can borrow money at 8 percent per annum. Assume a 360-day year.

- a. Calculate the fair price of the call option today.
 - b. Calculate the arbitrage return in percentage if the actual price of this call option in the market is Rs 140.
19. A one-year swap with quarterly payment and notional principal of Rs 100 million is entered between Citizen Investment Trust (CIT) and Global Bank. Payments will be based on a 30-day month and a 360-day year. The CIT agreed to make interest payments based on the 90-day T-bill rate, and Global Bank agreed to make interest payments based on the 90-day SOFR minus a spread.
- a. Find the spread that should be deducted from the SOFR rate on each payment date.

The term structures of interest rates are given below.

Term	SOFR rate	T-bill rate
90 days	7.50%	5.50%
180 days	7.95%	5.87%
270 days	8.52%	6.30%
360 days	9.00%	6.90%

- b. Assume it is 60 days into the life of the swap. The new term structures of interest rates are as follows. Find the value of the swap for both counterparties.

Term	SOFR rate	T-bill rate
30 days	8.00%	6.00%
120 days	8.45%	6.47%
210 days	9.00%	6.95%
300 days	9.55%	7.40%

20. A stock is expected to pay a dividend of Rs 10 per share in two months and five months from today. The stock price is Rs 500, and the risk-free interest rate is 8% p.a. with continuous compounding for all maturities. An investor has just taken a short position in a six-month forward contract on the stock.
- a. What are the forward price and the initial value of the forward contract?
 - b. Show the arbitrage process if the market price of the forward is Rs 515.
 - b. Three months later, the stock price is Rs 480, and the risk-free rate of interest is still 8% p.a. What are the forward price and the value of the short position in the forward contract?
21. Explain the margin rule and the margin operation process by a clearinghouse in option trading.

GROUP – D

Comprehensive-answer / Case / Situation Analysis Questions:

[20]

22. Krishna Puroti Company is an exchange-listed company that produces and sells different brands of bread throughout Nepal. The company's products gained popularity in a short period. The company's earnings and stock price are growing rapidly. Since its stock is actively traded on the stock exchange, it is also listed on the options exchange. Call and put options on Krishna stock, which is also actively trading. The company has announced that it is planning to expand its capacity by 100 percent within six months to meet the increased demand. Yesterday, a case against the Company was filed in court, stating that a popular brand of the Company's bread is unhealthy and the company is knowingly ignoring public health. The court had issued a stay order to the company to stop the production and sale of that particular brand of bread until the court gave a final verdict. Today's trade volume of Krishna stock has become very low. The stock closed at Rs 240 per share today. Call and put options on Krishna with an exercise price of Rs 240 and three months to expiration closed at Rs 40 and Rs 20, respectively. Stock traders in the market are waiting for the court verdict. Special courts handle such cases, and usually, the verdict comes within three months. The risk-free rate of interest is currently 6 percent per annum. You are considering investing Rs 240,000 in Krishna stock, an option on Krishna stock, or a combination of both.
- a. If you believe the court verdict will favor the company and want to speculate on the option, which option do you buy? Why? How much will you earn/lose if the stock price after three months increases to Rs 350? What will be your annual rate of return?
 - b. If you believe that the court verdict will come against the company and want to speculate on the option, which option do you buy? Why? How much will you earn/lose if the stock price after three months decreases to Rs 250? What will be your annual rate of return? Compare the risk and return of your investment with that of your stock investment.
 - c. Assume you cannot guess whether the court verdict may come in favor of or against the company. Is a long straddle beneficial in such conditions? Why? Calculate gain/loss from long straddle for expiration stock prices of Rs 160, Rs 180, ... Rs 320. After three months, calculate the maximum possible gain, maximum possible loss, and breakeven stock price(s) for your strategy.
 - d. Considering the uncertainty of the verdict, you want to ensure your portfolio of stocks using put options. How many stocks and put options do you need to hold? What will be the ensured value of your portfolio? What will be the value of the ensured portfolio if the verdict came in favor of the company, and the stock price increased to Rs 350? Also, calculate the cost of insurance and the upside capture. [4+4+6+6]

BBA/ Eighth Semester/ BNK 208: Microfinance Management

Candidates are required to give their answers in their own words as far as practicable.

Group “A”

Brief Answer Questions. [10 x 2 = 20]

1. Outline any three functions of microfinance management.
2. What is non-collateral financing?
3. Write four types of BFIs as classified by NBR.
4. State the meaning of welfare approach.
5. List out the need of micro insurance for successful microfinance.
6. Write the full form of PEARLS.
7. Highlight the loan loss provision made by NRB to microfinance to reduce NPL.
8. State the reasons for regulating microfinance institutions.
9. What do you mean by FINGO and SHG?
10. Write the name of any four microfinance institution.

Group “B”

Short Answer Questions: Attempt Any SIX questions. [6 x 5 = 30]

11. Describe the principles of microfinance.
12. Briefly highlight the history of microfinance in Nepal.
13. Explain in brief, the product and services offered by microfinance.
14. Define risk management. Briefly explain the various types of risk in microfinance.
15. Briefly explain the importance of regulation and supervision in microfinance.
16. Critically evaluate major provisions National Microfinance Policy.
17. Briefly explain the major provision of BAFIA and state its relation with microfinance.

Group “C”

Long Answer Questions: Attempt any THREE questions. [3 x 10 = 30]

18. Discuss the potential risks associated with microfinance for the borrowers and the institution.
19. Define welfarist and institutional approaches of microfinance. Which approach do you support for the sustainable microfinance services in Nepal? Discuss

20. Explain the emerging issues and challenges in microfinance. Also suggest the ways to solve these issues.
21. Define sustainable development. How does microfinance contribute in SDGs? Discuss.

Group “D”

22. *Comprehensive questions/Case analysis/Situation analysis question: [4 x 5 = 20]*

- . Microfinance has been successfully used as an antipoverty and developmental tool in many countries. The clients of microfinance institutions are poor, low-income people, who are sequestered from economic political mainstream and are often living in rural areas with less access to basic amenities such as education, water, electricity, banking services, health services, market facilities, etc. In this context, XYZ Rural microfinance institution dedicated to empowering rural entrepreneurs through the provision of microloans and accompanying training. It highlights the bank's mission to support small business owners in a semi-rural community, showcasing the journeys of three borrowers: Milan, a vegetable vendor; Jacky, a carpenter; and Goma, a dairy farmer. Each leveraged microloans to grow their businesses, illustrating the significant social and economic impact of microfinance on rural development. However, the case also addresses the challenges faced by XYZ, such as repayment difficulties, competition from informal lenders, and the need for ongoing support and training for borrowers and multiple borrowing.
 - a. What are the activates and services XYZ institution to promote to uplift the rural community.
 - b. How did the microloan benefit each of the borrowers, and what were the broader implications for the community? Discuss the potential risks associated with microfinance for the borrowers and the institution.
 - c. What additional services mechanisms could XYZ implement to improve borrower and institution outcomes?
 - d. How can technology be leveraged to expand the outreach and effectiveness of microfinance services in rural areas?

BBM/ Eighth Semester/ BNK 212: Wholesale and Retail Banking

Candidates are required to give their answers in their own words as far as practicable.

Group “A”

Brief Answer Questions [10 x 2 = 20]

1. State three major functions of the bank.
2. Write four types of Bank and Financial Institution of Nepal according to NRB
3. Define corporate salary account in wholesale banking.
4. State the meaning of debit card and credit card.
5. List out two differences between corporate lending and consumer lending.
6. Write the full form RTGS.
7. Highlight the loan loss provision made by NRB to BFIs.
8. Write about the marketing of banking product and services.
9. What do you mean by 5 C's in credit process?
10. What is meant by evaluation of risk in product?

Group “B”

Short Answer Questions: Attempt Any SIX questions. [6 x 5 = 30]

11. Briefly explain the pros and cons of retail banking in Nepal.
12. Explain the credit policy guideline and its significant.
13. Highlight the status corporate depositors and their role in wholesale banking in Nepal.
14. What are the types of corporate lending? Discuss.
15. Briefly explain the needs of regulation and supervision in banking and state the provision in BAFIAs Act.
16. What is marketing information system? How does it contribute in retail and wholesale banking?
17. Describe the industrial analysis and financial viability of proposed project.

Group “C”

Long Answer Questions: Attempt any THREE questions. [3 x 10 = 30]

18. Define retail and wholesale banking. Explain the various factors motivating retail client and corporate client in Nepal.
19. Discuss about the various products and services offered by the retail and wholesale banking in Nepal.
20. Explain the emerging issues and challenges in retail and wholesale banking. Also suggest the ways to solve.
21. Explain critically the existing structure and size of banking industry in Nepal.

Group “D”

22. *Comprehensive questions/Case analysis/Situation analysis question: [4 x 5 = 20]*

Various study shows contribution of healthy banking play on socio-economic upliftment of rural and urban households and corporate on different aspect. In this context, ABC Bank is a leading financial institution operating in both retail and wholesale banking sectors. Its retail banking division offers services to individual customers, including savings accounts, personal loans, and credit cards. The wholesale banking division serves corporate clients, providing services such as large-scale loans, treasury management, and trade finance. Recently, ABC Bank observed a substantial increase in retail customer deposits while its corporate clients expressed concerns about the bank's responsiveness and customized solutions. To address this, the bank's management is considering strategic adjustments to enhance both segments.

- a) What factors might contribute to an increase in retail and corporate deposits while lending remains limited?
- b) What are the potential risks associated with high liquidity due to excess deposits and limited lending? Explain.
- c) How might a bank utilize the excess liquidity in such a scenario?
- d) What are the implications for the bank's profitability when it holds large deposits but engages in minimal lending? Give your suggestion to improve the existing situation.

BIM / Eighth Semester / IT278: Big Data and Analytics
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Candidates are required to give their answers in their own words as far as possible.

GROUP – A

Brief-answer Questions

[10 × 1 = 10]

1. What is big data?
2. List different characteristic of big data.
3. What is big data integration?
4. List steps in big data analysis.
5. What do you mean by big data analytics?
6. List components of Hadoop ecosystem.
7. What is NoSQL database?
8. Define data lake.
9. What is lake house?
10. List novel applications of big data.

GROUP – B

Short-answer Questions: (Attempt any FIVE Questions)

[5 × 3 = 15]

11. Compare big data with data warehouse. What are the benefits of big data?
12. How do you maintain data quality of big data?
13. What are the applications of big data analytics?
14. Explain data storage component of Hadoop.
15. Explain different advantages of NoSQL databases.
16. Explain data lake architecture in brief.

GROUP – C

Long-answer Questions: (Attempt any THREE Questions)

[3 × 5 = 15]

17. What are the types of big data analytics?
18. What are advantages and disadvantages of data lakes?
19. Why data lake is important in big data systems? Compare data lake with data warehouse.
20. Explain importance of big data analytics in social media.

GROUP – D

Comprehensive-answer / Case / Situation Analysis Questions

[2 × 10 = 20]

21. Explain different types of NoSQL databases with example of each type.
22. How can you use big data in health care and fraud detection? Explain.

BIM / Eighth Semester / IT277: Cloud Computing

Candidates are required to give their answers in their own words as far as possible.

GROUP – A

Brief-answer Questions

[10 × 1 = 10]

1. Define cloud Computing.
2. What do you mean by SAAS?
3. Define private cloud.
4. What is Cloud Storage?
5. Define SOA.
6. What is Virtualization?
7. What do you mean by Virtual Machine Security?
8. What is parallel computing?
9. What do you mean Security Monitoring?
10. Define AppEngine.

GROUP – B

Short-answer Questions: (Attempt any FIVE Questions)

[5 × 3 = 15]

11. Compare PAAS with IAAS. What do you mean by public cloud?
12. Describe advantages and disadvantages of cloud computing.
13. Explain the different types of Hypervisor?
14. Discuss types of virtualization with example.
15. Describe the parallel efficiency of map- reduce.
16. What are common data security issues in cloud computing?

GROUP – C

Long-answer Questions: (Attempt any THREE Questions)

[3 × 5 = 15]

17. Explain the Cloud services requirements with example.
18. Explain the concept of cloud security.
19. Describe the working of MapReduce architecture.
20. Describe security architecture in cloud computing.

GROUP – D

Comprehensive-answer / Case / Situation Analysis Questions

[2 × 10 = 20]

21. Explain virtualization and its role in cloud computing and also explain the hypervisor types and examples.
22. Explain risks and mitigation strategies in cloud computing security.

BIM / Eighth Semester / IT275: .NET Programming
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Candidates are required to give their answers in their own words as far as possible.

GROUP – A

Brief-answer Questions

[10 $\hat{=}$ 1 = 10]

1. Define .NET Framework.
2. What is Common Language Runtime (CLR)?
3. List any two project types available in Visual Studio for .NET development.
4. List any four generic collections in C#.
5. Define a delegate in C#.
6. What is StringBuilder and why is it used?
7. Name any two approaches in Entity Framework.
8. What is Razor syntax in ASP.NET?
9. List the three main Execute methods of SqlCommand in ADO.NET.
10. What is LINQ?

GROUP – B

Short-answer Questions: (Attempt any FIVE Questions)

[5 $\hat{=}$ 3 = 15]

11. Compare .NET Framework with .NET Core.
12. Explain the difference between abstract class and interface with a suitable example.
13. How do you implement exception handling in C#? Write a small code snippet.
14. What is the role of Lambda expressions? Give one practical use case.
15. Differentiate between Database-First and Code-First approaches in Entity Framework.
16. Write a short note on URL routing in ASP.NET MVC.

GROUP – C

Long-answer Questions: (Attempt any THREE Questions)

[3 $\hat{=}$ 5 = 15]

17. Explain the complete architecture of the .NET Framework and highlight the role of Class Library and CLR.
18. Explain the architecture of ASP.NET MVC with a neat diagram and describe the role of Model, View, and Controller.
19. Describe how ADO.NET components (DataReader, DataSet, DataAdapter) work together while performing CRUD operations.
20. Compare and contrast Web Forms, ASP.NET MVC, and ASP.NET Web Pages. Which one would you choose for a large-scale enterprise application and why?

GROUP – D

Comprehensive-answer / Case / Situation Analysis Questions

[2 $\hat{=}$ 10 = 20]

21. You are tasked to develop a secure online student result management system using ASP.NET MVC and Entity Framework Core.
 - a. Design the complete folder structure and explain the role of each layer.
 - b. Write the step-by-step process to implement CRUD operations for the “Student” entity using Code-First approach.
22. You are developing an online Quiz Application using ASP.NET Web Forms.
 - a. How will you use Delegates and Events to handle the “Submit Answer” button click?
 - b. Explain why using StringBuilder is better than normal string when generating the result summary.

BIM / Eighth Semester / IT276: Database Administration

Candidates are required to give their answers in their own words as far as possible.

GROUP – A

Brief-answer Questions

[10 $\hat{=}$ 1 = 10]

1. Define Oracle database instance and database.
2. What is the purpose of initialization parameter files?
3. How a tablespace uses datafiles to store database objects.
4. Why multiplexing of control files in Oracle is important for database reliability?
5. How schema-only account is differs from a regular user account with privileges?
6. What is the role of the Oracle Net Listener in establishing connections between clients and an Oracle database?
7. What is undo retention period?
8. How does a flashback query help in viewing the previous states of data in an Oracle database?
9. What is Explain Plan in SQL tuning?
10. What role does Oracle Resource Manager play in managing and prioritizing database resources for users and sessions?

GROUP – B

Short-answer Questions: (Attempt any FIVE Questions)

[5 $\hat{=}$ 3 = 15]

11. Explain the process architecture of Oracle database. Write a SQL command to display the currently running background processes and briefly describe the role of any one process.
12. Write SQL commands to view information about control files, redo log files, and archive logs in an Oracle database.
13. Explain user authentication methods in Oracle database.
14. Describe the concept of database auditing and unified audit trail.
15. Explain Oracle Net naming methods with examples.
16. Explain about data pump export and import utilities.

GROUP – C

Long-answer Questions: (Attempt any THREE Questions)

[3 $\hat{=}$ 5 = 15]

17. Explain the Oracle memory architecture including SGA and PGA and their components.
18. An organization needs to store new business data efficiently. Describe the steps to create tablespaces and manage datafiles in Oracle database. Provide the SQL commands used to create, alter, and add datafiles to tablespaces.
19. During peak operations, multiple users attempt to update the same data in an organization's database. Explain data concurrency and locking mechanisms in Oracle. Discuss how lock contention is detected and resolved to maintain data consistency.

20. Suppose an organization's application is experiencing slow database queries. Explain SQL performance tuning techniques. Discuss the role of the Oracle Optimizer, SQL Plan Directives, and Adaptive Execution Plans in improving query performance.

GROUP – D

Comprehensive-answer / Case / Situation Analysis Questions [2 × 10 = 20]

21. Consider a company database server is supporting multiple applications and users simultaneously. Explain the Oracle database architecture in detail. Describe the major components including database instance, memory structures, process architecture, and database storage architecture. Also explain how server processes and client processes interact with the Oracle database system.
22. Explain the backup and recovery mechanism in Oracle database. Discuss different backup strategies and recovery techniques used by database administrators. Also describe the role of RMAN, flashback database and high availability features such as Data Guard and Oracle RAC in maintaining database reliability and availability.

BIM / Eighth Semester / IT248: IT Entrepreneurship and Management
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Candidates are required to give their answers in their own words as far as possible.

GROUP – A

Brief-answer Questions

[10 × 1 = 10]

1. Define entrepreneurship.
2. What is an entrepreneurship ecosystem?
3. List any two techniques for creative thinking.
4. What do you mean by target market?
5. What is Business Model Canvas?
6. What is intellectual property right (IPR)?
7. List any two funding sources for startups.
8. What is digital marketing?
9. Define leadership style.
10. What do you mean by corporate social responsibility (CSR)?

GROUP – B

Short-answer Questions: (Attempt any FIVE Questions)

[5 × 3 = 15]

11. Explain any three key characteristics of successful entrepreneurs.
12. How do you identify market needs for a new IT idea?
13. Write a short note on competitor analysis.
14. What are the main elements of a business plan?
15. Explain taxation basics for IT startups in Nepal.
16. What is the role of CRM in startups?

GROUP – C

Long-answer Questions: (Attempt any THREE Questions)

[3 × 5 = 15]

17. Explain the importance of ICT in the entrepreneurship ecosystem with examples.
18. Describe the Business Model Canvas framework and its main parts.
19. What are the different sources of funding for startups? Explain any three.
20. Explain different leadership styles used in startups.

GROUP – D

Comprehensive-answer / Case / Situation Analysis Questions

[2 × 10 = 20]

21. Suppose you have a new ride-sharing app idea like Pathao in Nepal. Explain the steps you will follow for idea generation, market research, and making a simple business plan.
22. An IT startup is successful but wants to grow sustainably while doing good for society. Suggest how to use CSR, sustainability practices, and marketing strategies together.

BIM / Eighth Semester / IT249: Business Intelligence

Candidates are required to give their answers in their own words as far as possible.

GROUP – A

Brief-answer Questions

[10 $\hat{=}$ 1 = 10]

1. Define Business Intelligence (BI).
2. Give two benefits of BI in decision-making.
3. What is a data warehouse?
4. What does ETL stand for?
5. Define data mining in one sentence.
6. Name one classification algorithm and one clustering algorithm.
7. State one principle of effective data visualization.
8. Give one popular BI tool.
9. What is OLAP used for?
10. Define metadata in the context of BI.

GROUP – B

Short-answer Questions: (Attempt any FIVE Questions)

[5 $\hat{=}$ 3 = 15]

11. Explain the role of ETL in a BI system.
12. Describe the star schema and its main components.
13. What is data preprocessing and why is it important for data mining?
14. Briefly explain the difference between supervised and unsupervised learning.
15. List three best practices for dashboard design.
16. Outline key challenges organizations face when implementing BI solutions.

GROUP – C

Long-answer Questions: (Attempt any THREE Questions)

[3 $\hat{=}$ 5 = 15]

17. Describe a typical data warehouse architecture, naming its major layers and functions.
18. Compare and contrast decision trees and Naive Bayes classifiers, mentioning strengths and weaknesses of each.
19. Explain association rule mining, including definitions of support and confidence, and give a simple example of an association rule from retail transactions.
20. Design a dashboard for monthly sales performance for an online retailer: list the key visualizations, metrics (KPIs), and justify their placement and purpose.

GROUP – D

Comprehensive-answer / Case / Situation Analysis Questions

[2 $\hat{=}$ 10 = 20]

21. A mid-size retail company wants to implement a BI solution to improve sales forecasting and inventory planning. Propose an end-to-end BI approach covering data sources, ETL strategy,

data modeling, choice of BI tools, visualization/dashboarding, and governance. Explain why each component is chosen and how they integrate to deliver business value.

22. A healthcare provider plans to deploy a BI platform. Discuss major implementation best practices and potential challenges (technical, organizational, and data-related). Provide a phased implementation plan (high level) with key milestones.

TRIBHUVAN UNIVERSITY
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Model Question

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

BBA/Eighth Semester/ ISM211: Employability Skill Management

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

Group ‘A’

Brief Answer Questions (Attempt ALL the Questions) [10x2 = 20]

1. What is employability?
2. Present major self-assessment tools for employability.
3. Describe the AAAA career model.
4. State four principles of effective communication.
5. Differentiate in two points between CV and Resume.
6. Mention leadership theories relevant to workplace skills.
7. List out four strategies to improve workplace adaptability.
8. What is meant by digital job skills?
9. Define cultural intelligence.
10. Explore emerging job roles globally.

Group ‘B’

Short Answer Questions (Attempt any SIX Questions) [6x5 = 30]

11. Describe the SWOT analysis as one of the important tools for self-assessment.
12. Explain major strategies to build a professional growth mindset.
13. What interpersonal skills are essential for professional growth? Describe.
14. Describe the role of emotional intelligence in professional development.
15. Explain different strategies to manage workplace stress and improve resilience.
16. Enumerate how professional networks support career growth.
17. Describe the essence of cultural intelligence for global employability.

Group ‘C’

Long Answer questions (Attempt any THREE Questions) [3x10 =30]

18. Developing employability is crucial in socio-economic prosperity; however, it is challenging for countries like Nepal. Based on the statement, critically analyze the youth employment challenges in Nepal and propose the most promising solutions to improve employability.
19. Justify that entrepreneurship and intrapreneurship could be the most significant career choices.
20. Explain the process of job search with examples, including interviews and professional etiquette.
21. Discuss the principles of effective communication, leadership, teamwork, and cross-cultural competence in professional settings.

Group 'D'

Comprehensive Answer Question /Case Analysis [4x5 = 20]

22. Read and analyze the following case carefully and answer the questions given below:
Sita Sharma is a 22-year-old graduate from Pokhara. She recently completed her Bachelor's degree in Business Administration. She has been a bright student and actively participated in college events. However, she has limited work experience. After graduation, Sita decided to move to Kathmandu to explore job opportunities in the corporate sector. She is enthusiastic about starting her career but the highly competitive job market is making her feel stressed and unsure.

Sita has good computer skills in MS Office and Google Workspace. She also maintains an active social media presence. However, she has no idea of using these platforms professionally to build her personal brand. She has prepared a CV but thinks it won't be unique enough to get noticed. She also has no prior experience of attending formal interviews, and she gets nervous just thinking about how to answer behavioral questions in an interview.

While exploring the job market, Sita realizes that many positions require skills, such as teamwork, communication, problem-solving, and leadership beyond the academic qualifications. She realises that she needs to assess her strengths, weaknesses, and career interests more clearly. Sita also considers entrepreneurship but is not confident about her knowledge, skills, and resources to start her own business.

Sita is aware of global employment trends and the increasing demand for digital literacy and wants to improve her employability for international opportunities. She wishes to create a personal development plan but does not know the tools to use for self-assessment.

Sita seeks guidance on how to enhance her employability by developing a clear career plan, preparing effectively for interviews, and leveraging digital tools and professional networks to achieve her career goals.

Questions:

- a. Assess Sita's employability strengths and weaknesses based on the case.
- b. Develop a short-term career action plan for Sita using a career development model.
- c. Can Sita use digital platforms and professional networking sites to improve her employability and personal branding? Justify.
- d. Formulate three strategies for Sita to develop essential workplace skills.

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Model Question

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

BBA/Eighth Semester/ MEM207: Project Planning and Entrepreneurial Marketing

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

Group ‘A’

Brief Answer Questions (Attempt ALL the Questions) [10×2 = 20]

1. Write the major components of project planning.
2. State any two differences between project planning and implementation.
3. Mention the components of a feasibility study.
4. List any four benefits of developing a Work Breakdown Structure.
5. What are the sources of project risk?
6. Give two differences between entrepreneurial marketing and traditional marketing.
7. Prepare any four market segments for a newly introduced cold drink.
8. Develop a value proposition for newly established entrepreneurial business.
9. Write the significance of co-creation in entrepreneurial marketing.
10. Mention the benefits of social media marketing for startups.

Group ‘B’

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

11. Explain the stages of the project life cycle.
12. Describe the roles of social feasibility study in project planning.
13. Explain how a Logical Framework Approach (LFA) helps in effective project design.
14. Highlight the project budgeting and financial appraisal practices in Nepal.
15. Describe the challenges faced by Nepalese startups in entrepreneurial marketing.
16. What strategies do you suggest for branding for startups and SMEs?
17. Discuss the factors to be considered while designing social media marketing in promoting entrepreneurial ventures.

Group ‘C’

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

18. Project identification is the most crucial step in project planning; however, many organizations fail to follow it. Do you support the statement? Supporting your answer, explain the process of project identification practices in most Nepalese organizations.
19. Critically analyze the various project scheduling tools and their applications.
20. A new venture should create a distinct image in customers so that they can break the customers’ loyalty to existing products. Based on the statement, analyze the role of entrepreneurial marketing in new venture creation and growth.

21. Prepare a sample marketing plan for a startup introducing an eco-friendly product in Nepal.

Group 'D'

Comprehensive Answer Question / Case Analysis [4×5 = 20]

22. **Read and analyze the following case carefully and answer the questions given below:**

Evergreen Organics Pvt. Ltd. is an agribusiness startup based in Chitwan, Nepal. It aims to market fresh organic vegetables through both online orders and local delivery to households, restaurants, and hotels. The company was founded by three graduates who are passionate about sustainable agriculture and health. Though they have strong knowledge of organic farming, they face several operational and marketing challenges.

The startup has limited financial resources and relies heavily on personal savings and small loans. Inventory management has become a common problem. They often struggle to balance supply with fluctuating customer demand. Delivery logistics are not efficient, that led to occasional delays, further affecting customer satisfaction negatively. Additionally, the founders have limited experience in digital marketing, content creation, and building customer engagement online. This makes it difficult for them to compete with established food suppliers and to attract new customers.

Evergreen Organics understands the need to differentiate its products by emphasizing quality and health. However, they are unsure how to communicate these unique selling propositions effectively. They also seek to explore partnerships with local restaurants and wellness stores to expand their market share. The founders know the importance of project planning, budgeting, and marketing strategies for long-term growth. They wish to design a marketing plan by implementing an efficient project plan for inventory management, delivery scheduling, and risk mitigation.

Questions:

- a. Identify the key marketing and operational challenges faced by the company.
- b. Formulate suitable entrepreneurial marketing strategies for Evergreen Organics to face the challenges and achieve sustainable growth.
- c. Do you think the digital and social media tools help enhance their customer base in this case? Justify.
- d. Propose a simple project plan to expand Evergreen Organics' operations sustainably.

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Model Question 2025

Full Marks:100

Pass Marks:50

Time: 3 hrs

BBA/Eighth Semester/ ISM204: Project Management

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

Group 'A'

Brief Answer Questions (Attempt ALL the Questions) [10×2 = 20]

1. What is meant by project management?
2. Mention any four major reasons for the poor project management situation in Nepal.
3. List the main constraints of projects.
4. Mention any four criteria for project selection.
5. State any four roles of a project manager.
6. What is a Work Breakdown Structure (WBS)?
7. Enlist four sources of project risk.
8. Write documents to be prepared for project closure.
9. Define data-driven decision-making in project management.
10. Make a list of major advantages of the matrix project structure.

Group 'B'

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

11. Explain the different stages of the project life cycle.
12. Describe the role of organizational culture in the implementation project effectively.
13. Explain the negotiation strategies for the project optimization.
14. Describe various components of a project proposal.
15. Explain any two cost estimation methods with suitable examples.
16. Describe the use of PERT and CPM in project scheduling.
17. Explain how sustainability and ethical considerations can be integrated into project execution.

Group 'C'

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

18. Selection of the right project is half completed. Comment on the statement.
19. Describe various project organizational structures and discuss their suitability.
20. Prepare a sample project plan showing WBS, resource allocation, and budgeting for a community development project.
21. Discuss over the project risk identification, assessment, and control with suitable examples.

Group D

Comprehensive Answer Question / Case Analysis [4×5 = 20]

22. Read and analyze the following case and answer the questions given below:

Himal Builders Pvt. Ltd is a reputed construction company based in Chitwan. The company has undertaken a project to construct a commercial complex for a private client. The total contract value is NPR 250 million, scheduled to be completed within 36

months. The project is being led by Mr. R. Shrestha, an experienced civil engineer. He manages a multidisciplinary team of engineers, architects, procurement officers, and administrative staff.

The project encountered significant challenges from its inception. The government approvals for building permits and environmental clearance were delayed by two months. This increased pressure on the project team to accelerate progress in later phases. Moreover, the rising costs of construction materials such as steel, cement, and fuel have placed heavy pressure on the budget that is forcing the management to consider cost-cutting and reallocation measures.

Conflicts between the engineering and procurement teams regarding material specifications, vendor selection, and delivery schedules took place. The engineers focus on maintaining high-quality standards, while procurement officers emphasize timely supply and cost efficiency. These disagreements have led to mistrust, affecting team morale and delaying decisions. Furthermore, communication gaps between the site office and the head office have resulted in inconsistent reporting, misinterpretation of instructions, and poor coordination among departments.

The client has been complaining about slow progress and even warned of contractual penalties if deadlines continue to be missed. To address these situations, Mr. Shrestha is exploring several advanced project scheduling tools such as the Critical Path Method (CPM), Program Evaluation and Review Technique (PERT), and Gantt charts to enhance time management and activity tracking. He also plans to introduce digital monitoring systems for real-time progress updates and resource utilization control.

Furthermore, Mr. Shrestha recognizes the need to improve stakeholder communication, both internally and externally. He is also attempting to develop a comprehensive risk management plan to identify potential risks, evaluate their impact, and design mitigation strategies. His goal is to ensure that the project is completed on time, within budget, and to the client's satisfaction.

Questions:

- a. Identify the major project management challenges faced by Mr. Shrestha.
- b. Suggest suitable strategies to resolve internal conflicts within the project team.
- c. Recommend appropriate scheduling and monitoring techniques to improve project progress.
- d. Propose effective risk management and communication measures to ensure timely completion.
