# Rajarshi Janak University

## Faculty of Management

## Office of the Dean

## Bachelor of Digital Business Management (BDBM)

# Model Questions

## First Year – First Semester

## Effective from the Academic Batch of 2024 AD

**Note:** *Students should not limit themselves to the chapters mentioned in Model Questions as questions can be asked from any chapter (within the syllabus) in the examination.*

# Rajarshi Janak University

**Faculty of Management**

*Model Question -2024*

**Bachelor of Digital Business Management**

| | |
|---|---|
| **Course: Business English** | **Full Marks: 100** |
| **Course Code: BDBM 111** | **Pass Marks: 40** |
| **Year/Semester: First/I** | **Time: 3 hours** |

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

## Group A: Brief Answer Questions

Attempt all questions                                           [10 × 2 = 20 marks]

1. Define business communication in your own words.
2. List any two barriers to effective communication.
3. What do you mean by instant messaging?
4. Define memo.
5. What is a resume?
6. Mention any two benefits of digital transformation in organizations.
7. What is meant by artificial intelligence?
8. Define cross-cultural communication.
9. Name one emerging technology that supports digital transformation.
10. Give one example of professionalism in online communication.

## Group B: Short Answer Questions

Attempt any four questions                                      [4 × 5 = 20 marks]

11. Briefly explain the ethical considerations in business communication.
12. How can you use AI for data analysis and reporting? Explain.
13. Briefly differentiate between CV and Resume.
14. How are emerging technologies useful to accelerate digital transformation?
15. How do you show your professionalism in online communication?

## Group C: Long Answer questions:

Attempt any four questions                                      [4 × 10 = 40 marks]

16. Explain the nature and importance of business communication in a professional setting.
17. Discuss the principles of effective business writing, including clarity, tone, and purpose.
18. Discuss the potential challenges and opportunities of using AI in business communication.
19. Which types of communication styles do you prefer for audiences from the diverse background? Explain them.
20. Write short notes on any two:
    a. Shannon-Weaver Models of Communication
    b. Editing and proofreading techniques
    c. Video Conferencing Etiquette

**Group D: Comprehensive question /Case analysis /Situation analysis question**

**21.** Read the following case and answer the questions given below: [4 × 5 = 20 marks]

GlobalTech Solutions, a multinational IT firm, recently expanded its operations to new markets across Asia, Africa, and South America. With a workforce representing over 30 countries, the company benefited from diverse perspectives but also encountered challenges in cross-cultural communication. These differences became evident during a project meeting involving teams from the United States, Japan, and Brazil.

The American team, known for their direct communication style, openly critiqued project elements during the discussion. This approach was perceived as confrontational by the Japanese team, whose communication style values harmony and indirect feedback. Meanwhile, the Brazilian team, emphasizing relational connections, felt excluded since the meeting focused heavily on tasks and deadlines without addressing interpersonal dynamics. The contrasting communication styles led to misunderstandings, reduced team morale, and delays in project timelines. The impact of these miscommunications was significant. Projects faced delays as team members misinterpreted instructions, leading to errors and rework. Cultural silos formed within the team, reducing collaboration and trust. Additionally, resolving these conflicts consumed valuable time, further lowering productivity.

To address these challenges, GlobalTech Solutions implemented a series of strategies. They introduced cultural awareness training workshops to educate employees about different norms, values, and communication styles. Teams adopted hybrid communication approaches, blending direct and indirect styles to foster inclusivity. The company also established cultural liaison roles, assigning representatives from each culture to mediate and interpret during meetings. Regular feedback sessions were held to discuss ongoing challenges and refine the strategies.

Over time, these measures yielded positive results. Teams became more cohesive, conflicts decreased, and project timelines improved. Employees expressed higher satisfaction, appreciating the effort to bridge cultural gaps. The experience highlighted the importance of understanding communication styles, such as direct versus indirect approaches, task-oriented versus relationship-oriented focuses, and the use of high-context versus low-context communication.

**Questions:**

   a. What are the primary reasons for miscommunication in cross-cultural teams?
   b. How can organizations ensure inclusivity while respecting diverse communication styles?
   c. Which strategies mentioned in the case study could be applied in other organizations? Why?
   d. How might cultural differences influence decision-making and conflict resolution in cross-cultural teams?

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# Rajarshi Janak University

**Faculty of Management**
*Model Question -2024*

**Bachelor of Digital Business Management**

| | |
|---|---|
| **Course: Business Mathematics** | **Full Marks: 100** |
| **Course Code: BDBM 112** | **Pass Marks: 40** |
| **Year/Semester: First/I** | **Time: 3 hours** |

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

## Group A: Brief Answer Questions

Attempt **All** questions                                         [**10 × 2 = 20** marks]

1. Solve the inequality: $-4 \leq 2x + 6 \leq 6$.

2. Write the $2 \times 3$ matrix A if $a_{ij} = 2\underline{i} - 3\underline{j}$.

3. A consumer has an income of Rs.1000 to spend on the two goods X and Y whose prices are Rs.20 and Rs.50 respectively. What is the slope of budget constraint? What is the maximum number of goods Y that can be purchased with the given budget?

4. Evaluate: $\displaystyle\lim_{x \to 2} \frac{x^2 - 5x + 6}{x - 2}$ .

5. Solve the logarithmic equation: $\log_5 2 + 2\log_5 x = \log_5 18$

6. Find $\dfrac{dy}{dx}$ of $y = xe^x$.

7. Integrate: $\displaystyle\int \frac{x + 3}{x + 2}\, dx$ .

8. Solve the differential equation: $x\, dy = y\, dx$.

9. If $A = \begin{bmatrix} 2 & 4 \\ 3 & 2 \end{bmatrix}$, $B = \begin{bmatrix} -1 & 2 \\ 3 & 1 \end{bmatrix}$, prove that $AB \neq BA$.

10. Find the difference between compound interest and simple interest on Rs.2500 for 3 years at 10% p.a.

## Group B: Short Answer Questions

Attempt any **four** questions                                         [**4 × 5 = 20 marks**]

11. A Company finds that the variable cost per unit of output is Rs. 15 and fixed cost is Rs.20,000. If each unit is sold for Rs. 25,
    i.   Find the total cost function.
    ii.  Find the revenue function.
    iii. Find the profit function.
    iv.  Find the level of output for breakeven.
    v.   If the company wants to make a profit of Rs. 50,000, how many units should be produced and sold?

12. Discuss the continuity of the following function at $x = 2$

$$f(x) = \begin{cases} x + 1 & \text{for } x < 2 \\ 3 & \text{for } x = 2 \\ 4x - 5 & \text{for } x > 2 \end{cases}$$

13. Solve the differential equation: $t\dfrac{dy}{dt} + y = e^t$ given that $y(1) = 2$

14. For the matrix $A = \begin{bmatrix} 1 & 2 & -1 \\ 2 & 0 & 1 \\ 7 & 3 & -1 \end{bmatrix}$, find $A^{-1}$ if it exists.

15. A man wishes to set up a saving account for his daughter's education. He plans to invest Rs.2000 when his daughter is 6 months old and every 6 months thereafter. The account earns interest of 12% per year compounding semi-annually.

    i) Find the total amount accumulated in the account by the time of his daughter's $18^{th}$ birthday.

    ii) How much interest will be earned during this period?

### Group C: Long Answer Questions:

Attempt any **four** questions                                                                  **[4 × 10 = 40 marks]**

16. If demand function for a good is given by $P = 240 - 0.5Q$, then determine coefficient of point elasticity of demand when $P = Rs.\,180$. If price of goods increases by 12%, calculate the change in quantity demanded at $P = Rs.\,180$.

17. The demand function for a commodity is $P_d = 19 - x$ and the supply function is $P_s = 2x + 1$. Use definite integration to find consumer's surplus at the equilibrium market price.

18. If the marginal revenue function is given by $MR = \dfrac{ab}{(x + b)^2} - c$, where a, b and c are constants, show that the demand law is $p = \dfrac{a}{x + b} - c$.

19. A company manufactures three different products A, B and C from three materials P, Q and R as shown below:

| Products | Materials Needed | | |
|---|---|---|---|
| | P | Q | R |
| A | 1 | 2 | 3 |
| B | 2 | 1 | 1 |
| C | 3 | 2 | 1 |

If 11 units of P, 12 units of Q and 15 units of R are available, find the number of units of A, B and C produced by using Cramer's method.

20. Project A and B involves the following net cash flows.

| Projects | Initial cash | Cash inflows | | |
|---|---|---|---|---|
| | | Year 1 | Year 2 | Year3 |
| Project A | Rs. 50,000 | Rs. 20,000 | Rs. 20,000 | Rs. 20,000 |
| Project B | Rs. 50,000 | Rs. 20,000 | Rs. 30,000 | Rs. 10,000 |

Decide which project is the most profitable by determining the net present value (NPV) at a discount rate of 8%.

## Group D: Comprehensive Question /Case analysis /Situation analysis question

21. The total cost function of a company is given by the equation TC = 6Q + 120 and the demand function of the company is expressed by the equation $P = 48 - 3Q$, where P and Q are price (in Rs.) and quantity demanded (in units) of the items produced by the company respectively.

   i. Find the maximum revenue.

   ii. Find the maximum profit.

   iii. Find the breakeven points.

   iv. The price at which the maximum profit is obtained          **[6 + 6 + 6 + 2 = 20 marks]**

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# Rajarshi Janak University

**Faculty of Management**

*Model Question -2024*

**Bachelor of Digital Business Management**

| | |
|---|---|
| **Course: Micro Economics for Business** | **Full Marks: 100** |
| **Course Code: BDBM 113** | **Pass Marks: 40** |
| **Year/Semester: First/I** | **Time: 3 hours** |

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

## Group A: Brief Answer Questions

Attempt **all** questions                                    **[10 × 2 = 20 marks]**

1. Define indifference curve.

2. Let, autonomous demand is 50 and scope of the demand curve is 10. Derive the linear demand function.

3. All competitive firms obtain normal profit in the long-run. Why?

4. Why isoquant is convex to the origin?

5. Why microeconomics is also called slicing method?

6. Write any two relationships between AC and MC.

7. Write down any two examples of price discrimination in Nepal.

8. Define the predatory pricing.

9. Point out any four causes of wage discrimination.

10. Define economic profit.

## Group B: Short Answer Questions

Attempt any **four** questions                                    **[4 × 5 = 20 marks]**

11. Explain how people make decisions using principles of economics?

12. You are given the following information:

| Price of commodity (Rs./Kg.) | 50 | 100 | 150 |
|---|---|---|---|
| Quantity Supplied (Kg.) | 100 | 200 | 300 |

    a. Find the elasticity of supply when the price of a commodity increases from Rs.50 to150.

    b. Find the elasticity of supply when the price of a commodity decreases from Rs.150 to100.

13. Why short run average cost curves are 'U'-shaped? Explain.

14. Describe the properties of indifference curve.

15. Explain optimal choice between work and leisure.

## Group C: Long Answer questions:

Attempt any **four** questions                                    **[4 × 10 = 40 marks]**

16. Suppose a consumer's money income is Rs.8000. The price of X and Y are Rs.40 and Rs.50, respectively.
    a. Draw the budget line.
    b. Suppose he spends all his money income equally on X and Y Goods. Show the consumer's equilibrium.
    c. As Price of X falls to Rs.25, keeping income and price of Y constant, draw new budget line.
    d. Suppose after the fall in price of X goods, the consumer spends Rs.3500 on X and Rs.4500 on Y. Show consumer's new equilibrium.
    e. Define nature of X. Derive Price Demand Curve for X Goods.

17. How are the price and the output determined under perfect competition market in short run?

18. Using the production function, $Q = 10 L + 5L^2 - L^3$, answer the following:
    a. Compute TP, AP and MP schedules and graph showing the three stages of Production.
    b. Explain the relationship between AP and MP using table and graph.

19. Explain the three union models of wage determination.

20. Write short notes on (any Two)                                    **[5+5]**
    a. Scarcity and choice.
    b. Money wages and real wages.
    c. Economies of scale.

### Group D: Comprehensive question /Case analysis /Situation analysis question

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

Firms having monopoly power sell the same good to different customers for different prices, even though the costs of producing for the two customers are the same. This practice is called price discrimination. The firms can maximize profit by charging discriminating price rather charging uniform price because the firms, in one hand, convert consumer's surplus to producer's surplus and in another hand increases the number of customers.

Janakpur Publishers (JP) publishes 'Microeconomics for Business' book targeting BBA students of Nepal. JP's marketing department finds that the book can be sold to campus library and BBA students through book shops. Total market demand of the book is 2,500 in Nepal. Demand of campus libraries is 500 hard-cover books and they are ready to pay Rs 700 for a book. Similarly demand of students is 2,000 books and book shops are ready to pay price Rs. 350 for the soft-cover books.

Mithila Books & Stationaries (MBS) is a retail shop of books and stationaries in a small town. It purchases 'Microeconomics for Business' book from the Janakpur Publishers and sales to the students. While selling the book the shop charges different prices for different students ranging from Rs.400 to Rs. 500. The owner of the stationary shop can identify the willingness pay of

each student and charges the price accordingly. Moreover, MBS buys exercise books from wholesale shop and sales them to the students at Rs 50 per piece. But it sales one dozen exercise books at Rs.450 and a half dozen at Rs. 250 for the students who wants to buy many exercise books. All these pricing strategies of JP and MBS help to increase the profit of the firms.

**Questions:**

    a. Which degree of price discrimination do JP and MBS practice for 'Microeconomics for Business' book and exercise books? Explain with proper reason.

    b. Do all the three situations fulfill the conditions for price discrimination? Justify with reason for each condition.

    c. Does the discriminating pricing policy of JP and MBS help to increase the profit? Explain.

    d. Is it rational to follow price discrimination? Give your critical comments.  [6+6+4+4]

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# Rajarshi Janak University

**Faculty of Management**

*Model Question -2024*

**Bachelor of Digital Business Management**

| | |
|---|---|
| **Course: Introduction to Digital Business and Management** | **Full Marks: 100** |
| **Course Code: BDBM 114** | **Pass Marks: 40** |
| **Year/Semester: First/I** | **Time: 3:00 hours** |

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

## Group A: Brief Answer Questions

**Attempt all questions [10 × 2 = 20 marks]**

1. Define digital business.
2. Mention any two main challenges of digital business.
3. What is digital transformation?
4. List any two drivers of digital transformation.
5. What is descriptive analytics?
6. Name two tools used in business intelligence.
7. What is content marketing?
8. What is meant by cybersecurity?
9. What do you mean by artificial intelligence?
10. Define Search Engine Optimization (SEO).

## Group B: Short Answer Questions

Attempt any **four** questions                              **[4 × 5 = 20 marks]**

11. Discuss the key differences between the physical economy and the digital economy.
12. Explain the barriers to successful digital transformation in organizations.
13. What are the applications of blockchain technology in digital business?
14. Describe the benefits of e-commerce for industries.
15. Explain the role of social media marketing in digital business.

## Group C: Long Answer questions

Attempt any **four** questions                              **[4 × 10 = 40 Marks]**

16. Elaborate on the opportunities and challenges of digital business in the current global economy.
17. Discuss the role of technology in driving digital transformation with examples.
18. Explain the types of data analytics and their importance in data-driven decision-making.
19. Explain the various e-business models.
20. What are the best practices for protecting digital assets and dealing with cyber-attacks in digital business?

## Group D: Comprehensive question /Case analysis /Situation analysis question

**21. Read the following case carefully and answer the questions that follow: [5 × 4 =20]**

In recent years, Nepal has witnessed a surge in internet penetration, with over 70% of the population accessing the internet through smartphones. Social media platforms such as Facebook, and Instagram have become integral to daily life, particularly among younger demographics. Despite this, many small and medium-sized enterprises (SMEs) in Nepal still rely on traditional marketing methods, such as flyers, newspaper ads, and word-of-mouth.

ABC Handicrafts, a small Kathmandu-based business specializing in handmade products, decided to shift its marketing strategy from traditional to digital. By creating a Facebook page and an Instagram account, the company showcased its products to a broader audience. They also used targeted ads to reach international customers interested in Nepalese handicrafts. Within six months, ABC Handicrafts reported a 40% increase in sales, with 25% of orders coming from international markets.

However, despite the success, ABC Handicrafts faced challenges. They struggled to create consistent, engaging content and manage their social media accounts. Additionally, understanding analytics and optimizing their campaigns for better results required expertise they did not possess.

**Questions:**
   a. What are the key factors that contributed to the success of ABC Handicrafts' shift to digital marketing?
   b. Write the challenges faced by ABC Handicrafts in implementing their digital marketing strategy.
   c. Evaluate the importance of digital marketing for SMEs in Nepal.
   d. Suggest different digital marketing channels and tools other than Facebook and Instagram.

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# Rajarshi Janak University

**Faculty of Management**

*Model Question -2024*

**Bachelor of Digital Business Management**

| | |
|---|---|
| **Course: Principles of Management** | **Full Marks: 100** |
| **Course Code: BDBM 115** | **Pass Marks: 40** |
| **Year/Semester: First/I** | **Time: 3 hours** |

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

## Group A: Brief Answer Questions

Attempt **all** questions                                            [10 × 2 = 20 marks]

1. What do you mean by organization?
2. List any four features of effective organizational goals?
3. Define goal succession.
4. What is unity of direction in management?
5. Why does a manager need human skills?
6. What is meant by delegation of authority?
7. Briefly describe TQM.
8. What do you mean by environmental scanning?
9. Define charismatic leadership.
10. What are the principles of Deming management?

## Group B: Short Answer Questions

Attempt any **four** questions                                        [4 × 5 = 20 marks]

11. Explain the process of goal formulation.
12. Describe the different types of roles that managers have to play in the organization.
13. Enumerate the contributions of Classical Management Theory.
14. Discuss the guidelines for effective decision-making in an organization.
15. Explain the concept of motivation with its importance in management.

## Group C: Long Answer questions:

Attempt any **four** questions                                        [4 × 10 = 40 marks]

16. How do emerging management concepts help organizations adapt to rapidly changing business environments?
17. What is planning? Discuss the process of planning.
18. What do you mean by virtual organizational structure? What challenges do they pose for effective teamwork and management?
19. Elaborate on the approaches to managing conflicts in an organization.
20. What is controlling? Explain the characteristics of an effective control system.

## Group D: Comprehensive question /Case analysis /Situation analysis question

21. Read the following case and answer the questions given below   [4 × 5 = 20 marks]

SmartTech Enterprises, a leading provider of software solutions, has seen exponential growth over the past decade. However, this rapid expansion has come with significant challenges. The company's centralized organizational structure has resulted in slow decision-making and a lack of agility in responding to market demands. Employees report feeling overwhelmed due to heavy workloads, unclear career progression, and a lack of recognition for their contributions. These issues have also led to high employee turnover, particularly among mid-level professionals. Additionally, the company struggles with effective communication between its diverse global teams, often leading to project delays and misunderstandings.

Recognizing these problems, the CEO, Ms. Priya Shahi, introduced a transformation strategy aimed at fostering innovation, improving employee satisfaction, and maintaining competitive advantage. The strategy includes decentralizing decision-making, implementing flexible work arrangements, and introducing comprehensive leadership development programs. Moreover, the company has adopted new performance metrics that emphasize quality over quantity and encourage creativity. To address communication issues, SmartTech has also invested in collaborative digital tools and cross-cultural training programs to bridge gaps between its global teams. Despite these efforts, challenges such as resistance to change and insufficient alignment between leadership and team members continue to persist, making the success of these initiatives uncertain. The company acknowledges that overcoming these hurdles will require sustained effort, open dialogue, and a unified vision across all levels of the organization.

**Questions:**
  a. How can SmartTech Enterprises use environmental scanning to stay updated with market trends and changes?
  b. What leadership styles can the management adopt to motivate employees and foster a culture of recognition and growth?
  c. Identify the barriers to effective communication in a global organization and propose strategies to overcome them while enhancing collaboration.
  d. What strategies can the company use to address employee dissatisfaction and reduce turnover effectively?

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