Rajarshi Janak University

Faculty of Management

Office of the Dean

Bachelor of Business Administration (BBA)

Model Questions

First Year – First Semester

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 -2025

Bachelor of Business Administration

Course: Business Communication **Full Marks: 60**

Course Code: ENG 101 **Pass Marks: 24**

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: Short Answer Questions

Attempt all questions **[5 × 2 = 10 marks]**

1. Define business communication.
2. What is memo?
3. What is intercultural communication?
4. What is instant messaging?
5. Write the meaning of resume.

Group B: Long Answer Questions

Attempt any seven questions **[7 × 5 = 35 marks]**

6. What are the barriers to effective communication?
7. Imagine that you are the Branch Manager of ABC Bank Limited, Janakpurdham. Prepare a memo for your staff to have a regular monthly meeting this Friday at 3:00 PM.
8. What are the possible problems that occur during the public speaking? How can we overcome them?
9. What strategies of communication are adapted for diverse communication? Explain them.
10. Describe in detail the roles of technology in modern business communication.
11. Describe communication process model.
12. How can we develop and deliver business presentations? Describe the steps.
13. Describe the process of conflict resolution and negotiation in the group communication.
14. Assume that you have recently completed an industrial visit to Hetauda, Nepal. Prepare a report.

Group C: Comprehensive question /Case analysis /Situation analysis question

15. Read the following case and answer the questions given below; **[3 × 5 = 15]**

The nonverbal signals you send can enhance—or undermine—your verbal message, so make sure to use nonverbal cues to your advantage. In U.S. business culture, the following signals are the keys to building and maintaining professional credibility:

Eye behavior: Maintain direct, but not continuous, eye contact. Don't look down before responding to a question, and be careful not to shift your eyes around. Don't look away from the other person for extended periods, and try not to blink excessively.

Gestures: When using gestures to emphasize points or convey the intensity of your feelings, keep them spontaneous, unrehearsed, and relaxed. Keep your hands and elbows away from your

body, and avoid hand-to-face gestures, throat clearing, fidgeting, and tugging at clothing. Don't lick your lips, wring your hands, tap your fingers, or smile out of context.

Posture: Assume an open and relaxed posture. Walk confidently, with grace and ease. Stand straight, with both feet on the floor, and sit straight in your chair without slouching. Hold your head level, and keep your chin up. Shift your posture while communicating, leaning forward and smiling as you begin to answer a question. Avoid keeping your body rigid or otherwise conveying a sense of tension.

Voice: Strive for a conversational style, while speaking at a moderately fast rate. Use appropriate variation in pitch, rate, and volume. Avoid speaking in a monotone. Avoid sounding flat, tense, or nasal. Do your best to avoid 'ahs' or 'ums', repeating words interrupting or pausing mid-sentence, omitting parts of words, and stuttering.

a. What message might you get if your boss smiles but looks away when you ask if you'll be getting a raise this year? Explain your interpretation of these nonverbal signals.
b. Would you be reluctant to hire a job candidate who stares intently at you through an entire job interview? Why or why not?
c. How cultural contexts matter in terms of nonverbal communication. When you have the opportunity to interact with people in another culture what would you do?

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Rajarshi Janak University

Faculty of Management

Model Question -2025

Bachelor of Business Administration

Course: Business Mathematics | **Full Marks: 60**

Course Code: MTH 101 | **Pass Marks: 24**

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: Short Answer Questions

Attempt all questions **[5 × 2 = 10]**

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

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

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

4.Integrate: $\int \frac{x+3}{x+2} dx$.

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

Group B: Long Answer Questions

Attempt any seven questions **[7 × 5 = 35]**

6. 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?

7. Discuss the continuity of the following function at x = 2

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

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

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

10. 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 18th

birthday.

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

11. 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 $P = Rs.180$.

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

13. 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.

14. 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 C: Comprehensive Question /Case analysis /Situation analysis question

15. 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 **(4 + 4 + 4 + 3=15)**

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Model Question -2025

Bachelor of Business Administration

Course: Micro Economics **Full Marks: 60**

Course Code: ECO 101 **Pass Marks: 24**

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: Short Answer Questions

Attempt all questions **[5 × 2 = 10 marks]**

1. What is the cost function?
2. State the condition for the consumer's equilibrium under the cardinal approach.
3. Why is LAC U-shaped?
4. Microeconomics is also called price theory. Why?
5. 10. Define economic rent.

Group B: Long Answer Questions

Attempt any seven questions **[7 × 5 = 35 marks]**

6. Describe the uses of microeconomics in business decision-making.
7. Differentiate economic profit and business profit with suitable examples.
8. Explain the predatory pricing.
9. Describe the properties of indifference curve.
10. Let, demand function, $Q_d = 1800 - 30P$, supply function is $Q_s = -900 + 30P$. Find the total surplus.
11. Consider the following demand schedule, and (a) compute the price elasticity of demand for a movement from point B to point D and point D to point B. (b) compute the coefficient of price elasticity of demand midway between B and D and D and B.

Point:	**A**	**B**	**C**	**D**	**E**
Price(Rs.)	0	10	20	30	40
Demand	1200	900	600	300	0

12. How are the price and the output determined under monopoly in the short run?
13. Explain the law of variable proportions.
14. Explain the three union models of wage determination.

Group C: Comprehensive question /Case analysis /Situation analysis question

15. Read the following case carefully and answer the questions that follow: **[3 × 5 =15]**

A non-clearing market arises when economic agents react to both price signals and quantity signals. In particular, economic agents sometimes deliberately create a disequilibrium situation because of the advantages that they can extract from the persistence of a surplus or a shortage of the commodity or service that they sell or buy. One of the main insights of non-clearing markets

theory is that disequilibrium in one market can create desirable spillover effects in a related market.

For example, ticket prices for music concerts by superstars, such as Rajesh Payal Rai or Praksh Saput, are often deliberately set below the equilibrium price to create a shortage (i.e., excess demand) for tickets. Long lines form in front of ticket booths long before tickets go on sale, and all available tickets are quickly sold out as soon as they do go on sale. The news media report on the long lines to get tickets and interview some of the people camped outside ticket booths days before the tickets go on sale, fans talk about the hot concert coming up, and an aura of anticipation and success is created. Promoters play this price game in the expectation that all the "hype" about the concert and the free publicity that it gets will lead to much greater sales of the star's recordings and that these spillovers will more than make up for the loss of revenue by pricing concert tickets below the equilibrium level.

The same occurs in pricing popular MOMO HUB or PIZZA HUTS. Lines in front of the new restaurant and word of mouth are the best and cheapest forms of advertising that the restaurant could have. Most people believe that if it is difficult to get into the restaurant, it must be great. As a result, such restaurants can offer high prices to deliver at home with a view of getting more profit.

The theory of non-clearing markets acknowledges this fact and tries to explain it. In the case of concert tickets, it is clear that excess demand for tickets is fully and voluntarily planned by the price-maker or promoter as a way to increase the revenue and profit from the concert and the sales of the star's recordings.

Questions:

a. Identify the factors that help to persist disequilibrium (excess demand or supply) in a market economy.
b. Why would a firm set a price for the product or service it sells below equilibrium if this means selling a smaller quantity at a lower price?
c. What determines if the firm gains (and therefore has an incentive) to set the price below the equilibrium level?

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Model Question -2025

Bachelor of Business Administration

Course: Information Technology for Business **Full Marks: 60**

Course Code: IT 101 **Pass Marks: 24**

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: Short Answer Questions

Attempt all questions **[5 × 2 = 10 marks]**

1. Define the computer literacy.
2. What is super computer?
3. Draw a block diagram of CPU.
4. Why RAM is known as volatile memory?
5. What do you mean by computer security?

Group B: Long Answer Questions

Attempt any seven questions **[7 × 5 = 35 marks]**

6. What is mobile computing? Discuss its advantages.
7. What is computer software? Discuss types of software.
8. Explain different functions of operating system.
9. What is memory? Differentiate between primary and secondary memory.
10. Explain the common input and output devices.
11. What is IoT? Discuss different applications of it.
12. What is network topology? Discuss Bus, Star, Ring and Mesh topology with figure.
13. Differentiate between information system and information technology.
14. Describe the essential qualities of good DBA.

Group C: Comprehensive question /Case analysis /Situation analysis question

15. Read the following case and answer the questions given below: **[3 × 5 = 15 marks]**

ABC Corp, a mid-sized retail company, has operated in physical stores for over a decade. Due to increasing digitalization, they're considering expanding their business online. Their management team has identified the internet as a tool to drive customer engagement, streamline operations, and explore e-commerce. However, they are concerned about how this transformation might

affect their existing operations, customer relations, and market position. They also need to decide which online platforms and internet-based solutions (such as social media, e-commerce sites, or cloud services) would be best suited for their goals.

a. Explain how the internet could impact ABC Corp's current business operations, especially in areas such as customer engagement, marketing, and sales.
b. Identify the key platforms or tools that could be useful for online marketing, e-commerce, and customer support.
c. Discuss the security and privacy issues ABC Corp may encounter by using the internet for business operations.

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Rajarshi Janak University

Faculty of Management

Model Question -2025

Bachelor of Business Administration

Course: Foundations of Management **Full Marks: 60**

Course Code: MGT 101 **Pass Marks: 24**

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: Short Answer Questions

Attempt all questions **[5 × 2 = 10 marks]**

1. What is a Scalar chain in management?
2. What are conceptual skills?
3. State the informational role of managers.
4. What do you mean by virtual management?
5. What is servant leadership?

Group B: Long Answer Questions

Attempt any seven questions **[7 × 5 = 35 marks]**

6. Discuss the changing role of managers.
7. State and explain the process of planning.
8. Describe the expectancy theory of motivation.
9. Explain the factors affecting organization structure.
10. Differentiate between functional and dysfunctional organizational politics.
11. What is controlling? Discuss the purposes of controlling.
12. Define leader and leadership. What are the approaches of leadership?
13. Discuss the various tools of measuring organizational performance.
14. Write short notes on any two:
    a. Diversity and inclusion
    b. Green management
    c. Cross cultural management

Group C: Comprehensive question /Case analysis /Situation analysis question

15. Read the following case and answer the questions given below: **[3× 5 = 15 marks]**

Tech Solutions Inc., a mid-sized software development company, has recently faced challenges with employee motivation and productivity. The company has a diverse workforce comprising software developers, project managers, and marketing professionals. Despite having competitive salaries and benefits, employee engagement surveys indicated low motivation levels, particularly among developers. The management team decided to investigate the underlying issues and implement strategies to boost motivation.

In team meetings, developers expressed feelings of being undervalued and lacking recognition for their contributions. Many reported that their workload was overwhelming and that they often

worked long hours without sufficient breaks. Additionally, there were complaints about a lack of clear career progression, leading to feelings of stagnation among staff. To address these concerns, management introduced several initiatives:

- Recognition Programs: Monthly awards for outstanding performance.
- Flexible Work Hours: Options for remote work and flexible scheduling.
- Professional Development: Opportunities for training and career advancement.
- Team Building Activities: Regular team outings and workshops to enhance camaraderie.

After six months of implementing these initiatives, Tech Solutions Inc. conducted a follow-up employee engagement survey. The results showed a marked improvement in employee motivation levels. Developers reported feeling more valued and appreciated, and productivity metrics increased significantly. However, some employees still expressed concerns about workload and clarity in career progression.

a. What intrinsic and extrinsic motivators are most relevant to the employees at Tech Solutions Inc., and how can management effectively leverage them?
b. In what ways do flexible work hours contribute to employee motivation, and how can management ensure that this flexibility does not affect team collaboration?
c. What additional steps can Tech Solutions Inc. take to address the remaining concerns about workload and career progression to foster a more motivated workforce?

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