

Rajarshi Janak University

Faculty of Management

Office of the Dean



Bachelor of Digital Business Management (BDBM)

Model Questions

Second Year – Third Semester

Semester-III		
Code	Subject	Credit Hours
BDBM 231	Business laws and Ethics	3
BDBM 232	Managerial Accounting	3
BDBM 233	Principles of Marketing	3
BDBM 234	Digital Economy and E-Commerce	3
BDBM 235	Web Development and Design Thinking	3
Total Credit Hours		15

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 -2025

Bachelor of Digital Business Management

Course: Business Laws and Ethics

Course Code: BDBM 231

Year/Semester: Second/III

Full Marks: 60

Pass Marks: 24

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. Mention any two essential characteristics of business law.
2. Mention any two duties of a bailee.
3. Define trademark and patent.
4. What is utilitarianism in business ethics?
5. Write any two principles of corporate governance.

Group B: Long Answer Questions

Attempt any seven questions

[7 × 5 = 35 marks]

6. Explain the importance of business law in ensuring ethical and transparent digital transactions.
7. Describe the essentials of a valid contract.
8. Explain the concept of indemnity and guarantee with suitable examples.
9. Discuss the legal process of company incorporation in Nepal.
10. Explain the challenges of CSR practices in Nepal.
11. Discuss the contents of Memorandum Association.
12. Explain the TRIPS Agreement. Discuss its implications for Nepal with reference to intellectual property rights protection.
13. Elaborate on major ethical theories. How can ethical frameworks help managers in resolving ethical dilemmas?
14. Discuss how governance contributes to stakeholder trust and corporate reputation.

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

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

Digital Hub Pvt. Ltd., a Nepal-based e-commerce company, has rapidly expanded its online operations. It collects customer data, uses AI-based product recommendation systems, and partners with foreign firms for cloud storage. Recently, several issues have emerged:

- Customers complained that their personal data was shared with marketing agencies without consent.
- A security breach exposed thousands of users' login credentials.
- The company entered into an online agreement with a software vendor, but a dispute arose regarding the performance of the software.

- Some shareholders accused the directors of withholding information and making decisions without proper disclosure.
- Environmental groups criticized the company for ignoring CSR responsibilities and contributing e-waste through rapid technological upgrades.

Questions:

- a. Identify and explain the ethical issues present in the case.
- b. Analyze the situation from the perspective of cyber law and data protection provisions in Nepal.
- c. Evaluate the role of corporate governance and CSR in ensuring responsible digital business practices for Digital Hub Pvt. Ltd.



Rajarshi Janak University

Faculty of Management
Model Question -2025

Bachelor of Digital Business Management

Course: Managerial Accounting

Course Code: BDBM 232

Year/Semester: Second/III

Full Marks: 60

Pass Marks: 24

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. Explain any two objectives of management accounting.
2. What is opportunity cost?
3. Following data have been collected on costs and output:

<u>Output (Units)</u>	<u>Cost (Rs.)</u>
1,000	15,000
2,000	20,000
3,000	25,000

Required: Segregate the costs into variable costs and fixed costs using high low point method

4. What do you mean by cost volume profit analysis?
5. List any two features of flexible budget.

Group B: Long Answer Questions

Attempt any seven questions

[7 × 5 = 35 marks]

6. The following information of XYZ Company are:

DLH	Overhead Costs (Rs.)
100	300
200	400
300	500
400	600
500	700

Required:

- a. Segregate the overhead cost by using least square method.
 - b. Overhead cost for 800 DLH. [4 + 1]
7. The cost abstract of and undertaking was as follows:

Unit cost:

Direct material	Rs. 2
Direct labour	Rs 2
Variable manufacturing overheads	Rs. 1

Variable selling and distribution expenses Rs. 1
 Budgeted normal output was 100,000 units with Rs. 200,000 fixed manufacturing cost. The fixed selling and distribution expenses were Rs. 50,000. The operation of the year ended December of the last year was:

Opening stock	10,000 units
Production	90,000 units
Sales	80,000 units
Selling Price per unit	Rs. 15

Required: Income statement under variable costing

8. The following data are available:

Selling price per unit (SPPU)	Rs. 50
Variable cost per unit (VCPU)	Rs. 30
Fixed cost	Rs. 300,000

Required:

- Profit volume ratio
- BEP in Rs.
- Sales amount to earn before tax profit of Rs. 60,000.
- Sales amount to earn after tax profit of Rs. 45,000. Tax rate is 40%. [1 + 1 + 1 + 2]

9. The standard and actual composition of material is given below

	Standard		Actual	
	Quantity (Kg)	Price per Kg. (Rs.)	Quantity (Kg)	Price per Kg. (Rs.)
Material A	60	10	55	9
Material B	40	5	45	6

Required: Materials mix variance.

10. A company is running at 100% capacity and produced 20,000 units of output with the following costs data.

- Direct material @ Rs. 10
- Direct labour @ Rs. 5
- Factory overhead Rs. 80,000 (50% variable)
- Administrative expenses Rs. 40,000 (50% of fixed)

Required: Total cost at 60% and 80% capacity.

11. The details regarding manufacturing overhead cost and other relevant information have been provided below:

Activity Level	50,000 DLH	100,000 DLH
Manufacturing Cost (Rs.)	300,000	400,000

Other Information:

Normal Capacity	100,000 DLH
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Actual (DLH standard) produced	102,000 DLH
Actual labour worked and paid	98,000 DLH
Actual overhead paid	Rs. 420,500

Required:

- Amount of fixed manufacturing cost
 - Three overhead variance. [2 + 3]
12. A manufacturing company produces and sells its product at Rs. 10 per unit. The company produces and sells 250,000 units and cost per unit of product at the production level of 250,000 units given below:

Variable manufacturing cost per unit	Rs. 5
Fixed manufacturing cost per unit	Rs. 3
Total manufacturing cost	Rs. 8

The company received an offer to supply 100,000 units at Rs. 8 per unit. The fixed selling and administration expenses total Rs. 100,000 per annum and variable selling expenses of 0.50 per unit. There would be no variable selling expenses for the offer because of bulk order.

The company has a capacity produce only 300,000 units per year therefore, the company has to give up the regular sales 50,000 units to accept the offer 100,000 units.

Required: Differential income statement to recommend the offer.

- What is kaizen costing? Write its advantages.
- Explain the role of managerial accounting in decision-making and strategic planning.

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

15. A company in its process of preparing the budget furnishes the following information:

Balance Sheet on 31st Chaitra, 2080

Liabilities & Capital	Rs.	Assets	Rs.
Shareholder's capital	200,000	Furnished goods inventory @	
Account payable	30,000	Rs. 8 per unit	80,000
Loan	50,000	Raw material @ Rs. 2 per unit	60,000
		Account receivable	30,000
		Cash	10,000
		Fixed assets	100,000
	280,000		280,000

Forecasted sales:

Months	Baisakh	Jestha	Ashad	Shrawan
Units	10,000	12,000	14,000	16,000

Selling price per unit, Rs. 10

Production Budget:

Months	Baisakh	Jestha	Ashad
Units	12,000	14,000	16,000

Material Purchase Budget:

Months	Baisakh	Jestha	Ashad
Units	35,000	40,000	45,000

Purchase price per unit, Rs. 2.

Wages and manufacturing expenses are Rs. 3 per unit. Operating expenses are 10% of sales. 80% of sales are in cash and balance on credit, credit sales are collected in next month of sales. 50% of purchase are paid in month of purchase and balance in next month. Wages and other expenses are paid in the month when due. Each unit of finished product needs 2.5 units of raw material at a cost of Rs. 5.

Required:

- Cash budget for three months ending Ashad
- Budgeted income statement for the period of three months ending Ashad
- Balance Sheet at the end of Ashad. [6 + 5 + 4]



Rajarshi Janak University
Faculty of Management
Model Question -2025

Bachelor of Digital Business Management

Course: Principles of Marketing

Course Code: BDBM 233

Year/Semester: Second/III

Full Marks: 60

Pass Marks: 24

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 societal marketing concept?
2. What is market segmentation?
3. State the stages of the product life cycle (PLC).
4. Write any two objectives of pricing.
5. Write the meaning of green marketing.

Group B: Long Answer Questions

Attempt any seven questions

[7 × 5 = 35 marks]

6. Describe the components of the micro and macro marketing environment.
7. Explain the consumer buying decision process.
8. Describe the bases for segmenting consumer markets.
9. Discuss the concept and process of new product development.
10. Discuss the role of marketing research in decision-making.
11. What is positioning? Explain various positioning strategies with examples.
12. Analyze the product mix and product line strategies used by companies.
13. Explain the factors that influence pricing decisions.
14. Explain the integrated marketing communication process.

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

15. Read the following case and answer the questions:

[3 × 5 = 15 marks]

BrightLife Electronics Pvt. Ltd., a medium-sized home appliances company in Nepal, has been facing increasing competition from international brands entering the Nepalese market. The company recently launched a new line of energy-efficient kitchen appliances. Although the products received positive reviews for quality, sales remained below expectations.

After reviewing the situation, the marketing team discovered that the company had not properly segmented the market and relied on a single undifferentiated targeting approach. The promotional activities were limited to traditional newspaper ads, lacking digital engagement. Retailers complained about irregular supply, delays in delivery, and inadequate inventory management, which disrupted distribution.

Furthermore, the pricing strategy used did not reflect the product's premium features, leading to consumer confusion. Customer feedback suggested that the brand was not clearly positioned against competitors. The company also lacked a strong social media presence and had not

explored online sales channels. Management is now concerned about improving segmentation, positioning, pricing, promotion, and distribution strategies to regain competitiveness.

- a. Identify and explain the key marketing problems faced by BrightLife Electronics.
- b. Recommend appropriate segmentation, targeting, and positioning strategies for the company.
- c. Recommend the digital marketing strategies to improve market reach.



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Faculty of Management

Model Question -2025

Bachelor of Digital Business Management

Course: Digital Economy and E-Commerce

Course Code: BDBM 234

Year/Semester: Second/Third

Full Marks: 60

Pass Marks: 24

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. Mention any two key drivers of the digital economy.
2. Define digital marketing.
3. What is a digital wallet?
4. Write one role of cloud computing in e-commerce.
5. What is mobile commerce (m-commerce)?

Group B: Long Answer Questions

Attempt any seven questions

[7 × 5 = 35 marks]

6. Explain the role of ICT in shaping the digital economy.
7. Discuss the major types of e-commerce with examples.
8. Describe digital marketing tools used in e-commerce.
9. Explain the security challenges in electronic payment systems.
10. Explain the impact of the digital economy on traditional industries.
11. Describe various e-business models.
12. Explain online payment systems and discuss security technologies used in e-commerce.
13. Analyze the role of big data and artificial intelligence in today's digital economy.
14. Discuss the legal, ethical, and global issues in e-commerce with suitable examples.

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

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

Smart Bazaar Pvt. Ltd. is a growing online retail company operating in South Asia. The company sells consumer electronics and fashion products through its e-commerce platform. It uses digital marketing tools such as social media ads, search engine optimization (SEO), and email marketing to attract customers. Smart Bazaar accepts online payments through debit cards, digital wallets, and mobile banking. Recently, the company started using cloud computing to manage its website and customer data. However, it is facing challenges related to cybersecurity threats, customer data privacy, and legal compliance for cross-border transactions. The management is also planning to introduce mobile commerce and AI-based product recommendations to improve customer experience.

Questions:

- a. How do digital marketing tools help Smart Bazaar attract and retain online customers?
- b. What are the benefits of using cloud computing for Smart Bazaar's e-commerce operations?
- c. How can mobile commerce and AI improve Smart Bazaar's customer experience and sales growth?



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Model Question -2025

Bachelor of Digital Business Management

Course: Web Development and Design Thinking

Course Code: BDBM 235

Year/Semester: Second/Third

Full Marks: 60

Pass Marks: 24

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 difference between front-end and back-end development?
2. Write any two uses of CSS.
3. Define responsive web design.
4. What is design thinking?
5. List any two tools used for prototyping.

Group B: Long Answer Questions

Attempt any seven questions

[7 × 5 = 35 marks]

6. Explain the basic structure of an HTML document with example.
7. Explain the role of JavaScript in creating interactive websites.
8. Discuss the importance of responsive web design in modern websites.
9. Explain the five stages of design thinking.
10. Explain the concept, evolution, and scope of web development. Also discuss the website development workflow.
11. Describe HTML elements used for text, links, lists, tables, forms, and multimedia embedding with examples.
12. Explain CSS syntax, selectors, box model, and layout design using Flexbox and Grid.
13. Discuss JavaScript core concepts and DOM manipulation with suitable examples.
14. Explain how design thinking can be applied in website development projects.

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

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

MetroRide Pvt. Ltd. is a growing startup that provides a mobile-based ride-sharing service in a busy metropolitan city. Despite initial success, the company has recently faced declining user engagement and negative feedback. Users complain about long waiting times, confusing app navigation, lack of personalized options, and poor communication from drivers.

The management team decides to adopt a design thinking approach to improve their digital product and enhance user experience. A cross-functional team is formed, including developers, designers, and customer support staff.

The team begins by conducting user research, including interviews and surveys, to understand commuter frustrations. They create user journey maps to visualize pain points such as booking delays and unclear pricing. During brainstorming sessions, the team uses collaborative tools like Miro to generate ideas such as real-time driver tracking, simplified UI, and AI-based ride recommendations.

Next, the team defines the core problem: *“Urban commuters need a faster, more intuitive, and transparent ride-booking experience.”* They move on to ideation and develop low-fidelity prototypes using Canva and Figma. These prototypes are then tested with a small group of users, and feedback is collected.

Based on user responses, the team iterates the design multiple times before launching an improved version of the app. The new design significantly enhances usability, reduces booking time, and increases customer satisfaction.

This case highlights how design thinking plays a critical role in digital product development by focusing on user needs and iterative problem-solving.

Questions:

- a. Explain how the five stages of design thinking were applied in the case.
- b. Discuss the importance of design thinking in improving digital products, with reference to the MetroRide case.
- c. Evaluate the role of design tools and techniques in the design thinking process.
