RAJARSHI JANAK UNIVERSITY

FACULTY OF MANAGEMENT

OFFICE OF THE DEAN

Bachelor of Digital Business Management (BDBM)

Model Questions

Second Year – Fourth 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 -2026

Bachelor of Digital Business Management	**Credit Hours: 2**
Course: Human Resource Management and ICT	**Full Marks: 60**
Course Code: BDBM 241	**Pass Marks: 24**
Year/Semester: Second/IV	**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. **[5 × 2 = 10 Marks]**

1. What Is Human Resource Management? Mention any two Characteristics.
2. Define Human Resource Planning. Why is it Considered a Forward-Looking Activity of HRM?
3. State The Basic Difference Between Job Description and Job Specification.
4. What is E-Recruitment? Mention any two Advantages of Using Digital Platforms for Employee Recruitment.
5. What Is Employee Socialization? Why is it Important for a Newly Recruited Employee?

Group B: Short Answer Questions

Attempt Any Seven Questions **[7 × 5 = 35 Marks]**

6. "Human Resource Management is no Longer Limited to Maintaining Employee Records; It Has Become a Strategic and Technology-Enabled Function. "In The Light of This Statement,
7. Explain the Role of ICT in Modern HRM. Discuss Any Five Major Applications of ICT in HR Practices.
8. Explain The Process of Human Resource Planning and Discuss How HR Demand and Supply Forecasting Can Help the Organization Avoid Both Employee Shortages and Surpluses.
9. "Recruitment Attracts Candidates, Whereas Selection Identifies the Most Suitable Candidate. "Justify The Statement.
10. What Are the Methods of On-The-Job and Off-The-Job Training?

11 Explain about traditional appraisal Methods.

12. State and explain the HR informational System (HRIS).

13. What are the factors affecting compensation? Explain.
14. Explain the Process of establishing pay rates.

Group C: Case Analysis

15. Case Study **15 Marks**

Janaki Digital Services Pvt. Ltd., a rapidly growing technology-based company in Nepal, has expanded from 25 to 80 employees within two years. Previously, the company relied mainly on personal contacts, newspaper advertisements and walk-in applications for recruitment.

As the company expanded, management began experiencing several problems. Vacancies remained open for long periods, applications were difficult to organize, and some newly recruited employees did not possess the skills actually required for their jobs. New employees also reported that they were not properly introduced to the organization, their roles or the company's work culture. The HR manager has therefore proposed a new HR system. Under the proposed system, the company will conduct job analysis before recruitment, prepare clear job descriptions and job specifications, advertise vacancies through online platforms, screen applications digitally and provide a structured digital onboarding and socialization programme for new employees.

The Managing Director asks the HR manager to explain why these changes are necessary and how they can improve the organization's human resource practices.

Questions:

a) As an HR consultant, analyze the major HR problems faced by Janak Digital Services. Explain how job analysis, job description, job specification and e-recruitment can improve the organization's recruitment and selection process.

b). Design a suitable digital onboarding and employee socialization process adopted by Janaki Digital Services.

c) How to improve the human resource practices by Janaki digital services? Give recommendation.

****

RAJARSHI JANAK UNIVERSITY

FACULTY OF MANAGEMENT

Model Question -2026

Bachelor of Digital Business Management (BDBM) — **Credit Hours: 3**

Course: Financial Management — **Full Marks: 60**

Course Code: BDBM 243 — **Pass Marks: 24**

Year/Semester: Second/IV — **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. [5 × 2 = 10 Marks]

1. Define financial management.
2. What are the features of common stock?
3. Interpret the current ratio of 2.63 times?
4. Define Capital structure.
5. Find the present value of Rs. 1000 due in 4 years hence at 10% annual rate.

Group – B: Short answer questions

Attempt any seven. [7x5=35 Marks]

6. Define profit maximization objective? Explain the merits of profit maximization objectives also.
7. ABC Company is experiencing an abnormal growth. Earnings and dividends are expected to grow at a 15% for next two years and 12 for third year. The company presently pays dividends of Rs. 10 and required rate of return on the stock of similar company is10%.

a) Calculate the value of stock today.

b) Calculate dividend yield and capital gain or loss yield

8. Following information is provided to you:

Total current assets	Rs.200, 000
Current ratio	2:1
Inventory	Rs.50, 000
Gross profit margin	40%
Inventory turnover ratio	8 times
Fixed assets	200,000

Required:

a) Current liabilities b) Quick ratio

c) Cost of goods sold d) sales e) Fixed assets turnover Ratio

9. A manufacturing company is selling its products at a price of Rs. 20 per unit and fixed cost (including depreciation of Rs. 20,000) is Rs. 160,000 and variable cost per unit is Rs. 15.
   a) Calculate the company's Break-even point.
   b) Calculate cash BEP.
   c) What is the company's operating income, if sales unit is 30,000 units?
10. Assume that it is now January 1, 1996. On January 1, 1997, you will deposit Rs 1,000 into a savings account that pays 8 percent.
   a. if the bank compound interest annually , how much will you have in your account on January 1, 2000?
   b. What would your account January 1, 2000 balance be if the bank used quarterly compounding rather than annual compounding?
   c. Suppose you deposited the Rs.1000 in 4 payments of Rs.250 each on January 1, 1997, 1998, 1999 and 2000. How much would you have in your account? on January 1, 2000 based on 8 percent an annual compounding
11. Explain the features of corporate bond? Briefly.
12. The kalayani company is issued bond for 10 years and bonds has 4 years remaining to maturity interest is paid annually the bond's have a Rs. 1000 par value and the coupon interest is 10%. Assume bond is currently selling for Rs.829.
   a) What is YTM?
   b) Find the value of bond if you thought that the appropriate rate of interest was 12%.

13 Puran just borrowed Rs. 100,000. Loan to be repaid in equal installments at the end of each of the next 5-years & interest rate is 10%. Prepare amortization schedule for the loan

Group – C long answer questions **[1x15 =15 Marks]**

14. The rate of Return on two stocks A and B along with probabilities are given below:

State of Economy	probabilities	Return (%) of A	Return (%) ofB
1	0.10	10	20
2	0.20	5	10
3	0.40	10	15
4	0.20	15	20
5	0.10	20	10

a) Calculate expected rate of return of both stocks.

b) Calculate standard deviation of both stocks.

c) Calculate portfolio return and risk if portfolio contain sock A with 60% of wealth and rest in stock B.

d) Which projects do you select individual stock or portfolio and also interpret the result part a to b.

e) Assume risk free rate is 5 percent and the market risk premium is 6 percent. What is the required rate of return on a stock with a beta of 1.2?

****

RAJARSHI JANAK UNIVERSITY
FACULTY OF MANAGEMENT
Model Question -2026

Bachelor of Digital Business Management (BDBM) **Credit Hours: 3**
Course: Statistics for Business **Full Marks: 60**
Course Code: BDBM 244 **Pass Marks: 24**
Year/Semester: Second/IV **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 [5 × 2 = 10 marks]

1. The values of mode and median for a moderately skewed distribution are 64.2 and 68.6 respectively. Find the value of the mean.
2. For a distribution, Bowley's coefficient of skewness is -0.56, $Q_1 = 16.4$ and median =24.2. Find the value of third quartile.
3. State the addition theorem of probability.
4. If the average value of poisson distribution $(\lambda) = 1$, find the value of $P(X < 2)$.
5. When is the t-test applied?

Group B: Short/ Long Answer Questions

Attempt any *seven* questions **[7 X 5 = 35 Marks]**

6. Distinguish between primary and secondary data..
7. Express the following data using pie chart.

Items	expenditure as percent of total
Food	50
Clothing	15
Housing	10
Fuel	5
Education	10
Entertainment	5
Miscellaneous	5

8. The average of 200 students of Private Campuses within valley is observed to be 70 with standard deviation 30 and the average score of 300 students of constituent campus is observed to be 60 with standard deviation 30. What is the combined average and combined standard deviation?

9. Calculate five number summary and construct a box plot for the following data set: 8, 18, 16, 12, 16, 14, 22, 24, 20, 10. Also, comment on the shape of the distribution.
10. The odds against A speaking the truth are 4: 6 while the odds in favour of B speaking the truth are 7: 3. What is the probability that A and B contradict each other in stating the same fact?
11. A merchant's file of 20 accounts contains 6 delinquent and 14 non-delinquent accounts. An auditor randomly selects 5 of these accounts for examination.
    (i) What is the probability that the auditor finds exactly 2 delinquent accounts?
    (ii) Find the expected number of delinquent accounts in the sample selected.
12. Incomes of a group of 1000 persons were found to be normally distributed with mean Rs.520 and standard deviation Rs.60. Find (i) the highest income of poorest 10% of the persons. (ii) lowest income of richest 20% of the persons.
13. A random sample of 200 consumer accounts at a large brokerage firm is selected for the purpose of estimating the mean number of transactions per year for each consumer. The sample mean is 43 and standard deviation is 12. Determine 95% and 99% fiducial limits for the mean number of all customer accounts of the firm..
14. The mean breaking strength of the cables supplied by a manufacturer is 1800 with a standard deviation 100. By a new technique in the manufacturing process, it is claimed that the breaking strength of the cables have increased. In order to test this claim, a sample of 50 cables is tested. It is found that the mean breaking strength is 1850. Can we support the claim at 1% level of significance?

Group C: Comprehensive Questions **[15 Marks]**

15. The data on sales and promotion expenditure on a product for 6 years are given below:

Year	1983	1984	1985	1986	1987	1988
Sales (Rs.) Lakhs	12	10	16	6	7	9
Promotion exps. (Rs. 000)	83	84	89	66	72	80

i) Compute coefficient of correlation between sales and expenditure.
ii) Calculate coefficient of determination and interpret the result.
iii) Estimate the promotion expenses to generate the sales level of 15 lakh rupees.

****

RAJARSHI JANAK UNIVERSITY

FACULTY OF MANAGEMENT

Model Question -2026

Bachelor of Digital Business Management(BDBM)	**Credit Hours: 3**
Course: Digital and Social Media Marketing	**Full Marks: 60**
Course Code: BDBM 245	**Pass Marks: 24**
Year/Semester: Second/IV	**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 digital marketing.

2. What is social media engagement?

3. Define Search Engine Optimization (SEO).

4. What is email marketing automation?

5. What is a Key Performance Indicator (KPI)?

Group B: Short/Long Answer Questions

Attempt any seven questions. [7 × 5 = 35 Marks]

6. Explain the importance of digital marketing in the modern business environment. Discuss any three opportunities and two challenges of digital marketing.

7. Differentiate between traditional marketing and digital marketing on the basis of communication, reach, cost, targeting, and measurement.

8. Explain the major social media platforms used for marketing, including Facebook, Instagram, X, LinkedIn, YouTube, and TikTok. How should a business select the appropriate platform for its target audience?

9. What is content marketing? Explain the role of blogs, videos, podcasts, infographics, Reels, and short-form videos in digital marketing.

10. Explain the major types of email marketing. Discuss the best practices that should be followed to make an email marketing campaign effective.

11. Explain on-page SEO and off-page SEO. Discuss the importance of keyword research and link building in improving search engine visibility.

12. What is digital advertising? Explain any four forms of digital advertising, including social media advertising, display advertising, video advertising, programmatic advertising, and PPC.

13. Explain the importance of digital marketing analytics. Discuss any five KPIs that can be used to measure the performance of a digital marketing campaign.

14. Discuss the role of Artificial Intelligence, chatbots, and automation in digital marketing. Also explain the major ethical, legal, and data privacy issues associated with their use.

Group C: Case Study

15. Case Study: **15 Marks**

Case Study: Digital Marketing Transformation of a Nepalese Business

Janak Fresh, a growing food and beverage business in Janakpurdham, sells locally produced snacks, pickles, beverages, and packaged food products. The business has traditionally depended on its physical outlet, local customers, and word-of-mouth promotion.

The management now wants to expand its customer base beyond Janakpurdham and reach customers in Kathmandu, Birgunj, Pokhara, and other cities of Nepal. The business has created Facebook, Instagram, and TikTok accounts, but its social media engagement is low. Its website also receives very little organic traffic.

The management has decided to develop a complete digital marketing strategy. It plans to use social media marketing, content marketing, SEO, email marketing, and paid digital advertising. The company also wants to use AI tools for content creation and chatbots for customer support.

However, the management has a limited marketing budget and wants to ensure that every campaign produces measurable results. It also needs to consider customer privacy, cyber security, ethical use of AI, and responsible collection of customer data.

Questions:

a. As a digital marketing consultant, recommend three digital marketing channels that Janak Fresh should prioritize. Give suitable reasons for your recommendations. [4]

b. Develop a suitable social media and content marketing strategy for Janak Fresh. Mention the target audience, suitable platforms, types of content, and methods of increasing engagement. [4]

c. Suggest suitable SEO and digital advertising strategies to increase the company's online visibility and website traffic. [3]

d. Identify and explain two important KPIs that Janak Fresh should use to measure the success of its digital marketing campaigns. [2]

e. Mention two ethical, legal, or data privacy issues the company should consider while using customer data, AI tools, email marketing, and chatbots. [2]

****

RAJARSHI JANAK UNIVERSITY

FACULTY OF MANAGEMENT

Model Question -2026

Bachelor of Digital Business Management(BDBM)	**Credit Hours: 3**
Course: Knowledge management	**Full Marks: 60**
Course Code: BDBM 246	**Pass Marks: 24**
Year/Semester: Second/IV	**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 [5 × 2 = 10 marks]

1. What is knowledge management architecture?
2. What is knowledge audit? Explain its importance.
3. Define knowledge mapping.
4. Define knowledge economy and explain its characteristics.
5. Identify any two barriers to KM implementation.

Group B: Short Answer Questions

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

6. Discuss the process of developing a Knowledge Management strategy and explain how it should align with organizational goals.
7. Discuss how organizations transform data into actionable knowledge and explain the role of wisdom in decision-making.
8. Discuss KM implementation approaches and explain factors responsible for successful implementation.
9. Explain the knowledge management life cycle and discuss its role in improving organizational effectiveness.
10. Discuss Knowledge Management applications in Human Resource Management and explain its benefits.
11. Discuss different knowledge creation theories and their contribution to organizational learning.
12. Discuss the importance of knowledge retention strategies in preventing organizational knowledge loss.

13. Explain the role of KM in public and non-profit organizations.

14. Discuss how leadership influences knowledge-sharing culture and organizational learning.

Group C: Case analysis

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

Global Tech Solutions, a growing digital business organization, faced difficulties in managing its increasing volume of organizational knowledge. Different departments stored information separately, resulting in duplication of work, slow decision-making, and difficulty in accessing important documents. To solve these problems, the organization introduced a Knowledge Management System (KMS) integrated with a Content Management System (CMS) to organize, store, and retrieve knowledge effectively. Employees were encouraged to use a centralized digital knowledge repository for sharing information and best practices.

To improve operational efficiency, Global Tech implemented Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) systems. ERP helped integrate knowledge related to finance, production, and supply chain activities, while CRM supported customer knowledge management by maintaining customer information and improving service quality. The organization also adopted cloud computing and collaborative technologies that enabled employees to access and share knowledge from different locations.

Furthermore, Global Tech introduced AI-based analytics and Big Data technologies to analyze large amounts of organizational and customer data. These technologies helped the company identify patterns, support decision-making, and develop innovative solutions. However, the organization faced challenges such as employee resistance, lack of digital skills, and concerns regarding data security during KM system implementation.

Questions:

1. Identify the major Knowledge Management System challenges faced by Global Tech Solutions.
2. Explain how ERP, CRM, and cloud-based collaborative technologies contributed to improving organizational knowledge management.
3. Discuss the role of AI and Big Data in enhancing Knowledge Management practices in the organization.

*****