

TRIBHUVAN UNIVERSITY

2080

B.B.S. (4 Yrs.) / III Year / MGMT

(MGT. 217, New Course)

Business Environment and Strategy

Full Marks: 100

Time: 3 hrs.

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

[10×2=20]

Attempt ALL questions.

1. What is environmental scanning?
2. State any two importance of the study of business environment.
3. Mention any two provisions of Foreign Direct Investment and Technology Transfer Act.
4. What is patent right?
5. Write any two qualities of market penetration strategy.
6. What is regional economic integration?
7. Mention any two effects of technology on business.
8. State the impact of political risk on business.
9. Mention the structure of Nepalese economy.
10. Write two impacts of family structure in business.

Group "B"

Descriptive Answer Questions

[5×10=50]

Attempt any FIVE questions.

P.T.O.

11. Describe the issues and problems of Nepalese business environment.

12. What is technology? Explain the factors affecting choice of technology.

13. Introduce WTO. Explain its principles.

14. Write a note on competitive intelligence and strategic audit.

15. Explain the types of company resources.

16. How do you measure corporate performance? Explain in brief.

Group "C"

Analytical Answer Questions

[2×15=30]

Attempt any TWO questions.

17. Liberalization is considered as a corner stone for the economic development of Nepal. Discuss the statement highlighting the effects of liberalization on Nepalese business.

18. Strategic plan is a route for the long-term success of an organization. Discuss the statement along with components of strategic plan.

19. Describe various methods of strategy development.

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