

FOUNDATION OF HUMAN RESOURCE MANAGEMENT

New Syllabus -2061

Course No.: MGT 216
Nature of the course: Core (Management)

Full Marks: 100
Pass Marks: 35

Course Objective

The objectives of this course are

- To introduce the basic concepts of Human Resource Management
- To enhance the knowledge and approaches of Human Resource Management.
- To develop students skills to handle tactfully emerging human resources challenges and issues.

1. INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

LH 12

- Concept, characteristics, objectives and functions of Human Resource Management • Human Resource Management System, Personnel and Human Resource Management • Human Resource outcomes: Quality of work life productivity and readiness to change • Challenges of Human Resource Management

2. HUMAN RESOURCES PLANNING

LH 20

- Concept characteristics and importance for Human Resource Planning • Concept of human resource strategy, relationship between human resource planning and strategic planning, • Approach to human resource planning • Human Resource Planning Process- Assessing current human resources, Demand and supply forecasting, Human Resource Inventory, Human Resource Information System, Succession Planning, Human Resource Planning in Nepalese Organizations.

3. JOB DESIGN AND ANALYSIS

LH 18

- Meanings of Job, task, position and occupation • Concept, benefits and methods of job design • Concept, and purposes of job analysis, collecting job analysis information, job analysis techniques- job focused and person/behavior-focused job description, job specification and job evaluation.

4. RECRUITMENT, SELECTION AND SOCIALIZATION

LH 18

- Meaning, sources and methods of recruitment • Concept of selection, Difference between selection and recruitment • The selection process, selection tests, interviews and their types • Reliability and validity in selection test • Concept and process of socialization

5. TRAINING AND DEVELOPMENT

LH 18

- Concept and process of learning • Human resource development concept and importance • Concept, objectives and benefits of training, determining training needs • Training methods on-the-job and off-the-job • Concept and techniques of management development • Evaluating training effectiveness • Training and development practice in Nepalese organizations

6. MOTIVATION

LH 18

- Concept, types and importance of motivation • Motivation theories: Achievement equity, ERG and Vroom's expectancy Theory • Motivation and Performance • Frustration concept and causes • Job satisfaction- Concept and factors related to job satisfaction.

7. PERFORMANCE APPRAISAL AND REWARD MANAGEMENT

LH 12

- Concept and uses of performance appraisal • Methods of performance appraisal - Graphic rating scale, alternative ranking, paired comparison, forced distribution, critical incident, essay and checklist methods • Concept of reward management, types and qualities of effective reward

8. COMPENSATION MANAGEMENT

LH 12

- Concept and determinants of compensation • Methods of establishing employee's compensation; Current trends in compensation; Incentives plans: Different forms of incentives; Union influence in compensation programs.

9. EMPLOYEE DISCIPLINE

LH 7

- Concept and types of disciplinary problems: General guidelines in administering discipline, disciplinary actions.

10. LABOUR RELATIONS: GRIEVANCES AND DISPUTE SETTLEMENT

LH 18

- Concept and purposes of labor relations • The actors of industrial relations system • Employee's grievances, causes and handling of employees grievances • Labour disputes. Prevention and settlement of disputes • Disputes settlement process in Nepal

BASIC BOOKS

- Decenzo and Robbins, *Human Resource Management*. New Delhi: Prentice Hall of India Pvt. Ltd.
- Dessler, Gary (2003), *A Framework of Human Resource Management*, Delhi: Pearson Education.

REFERENCES

- Aswathappa K. *Human Resource and Personnel Management: Text and Cases*, Tata McGraw-Hill Delhi, 2002.
- Adhikari, Dev Raj, *Human Resource of Management*, Manakamana Books Pvt. Ltd. Kathmandu 2002.
- Agrawal, G.R. *Human Resource Management in Nepal*, M.K. Publishers Kathmandu, 2001.
- K.C., Fatta Bahadur, *Human Resource Management*, Sukunda Books, Kathmandu, 2003.
- Shrestha, Amuda, *Human Resource Management*, Educational Publisher, Kathmandu, 2004.
- Labor Act and Labour Rules of Nepal*.
- Shrestha, Kul Narsingha, *Human Resource Management*, Nabin Prakashan, Kathmandu, 2004.

New Model Question

Candidates are required to give their answers in their own words as far as practicable. The figure in the margin indicates full marks.

Group 'A'**(Short Answer Questions)****80****Attempt any EIGHT questions.**

- Explain in brief concept of Human Resources Management. State briefly the development of the concept of Human Resources Management. [4+6]
- Describe with examples why the acquisition phase is important in Human Resources Management? [4+6]
- Define human resource planning. State the steps involved in human resource planning. [4+6]
- What is job analysis? Describe the contents of job specification. [4+6]
- State the selection process. What are the important sources of recruitment? [5+5]
- Differentiate between on-the-job and off-the-job training. Give at least two examples of on-the-job and off-the-job training. [4+6]
- Define Motivation. Draw a difference between Maslow's hierarchy of needs and Herzberg's two-factor theory. [4+6]
- What are the qualities of effective reward systems? List the examples of intrinsic and extrinsic rewards. [5+5]
- What disciplinary problems arise in organizations? Suggest the guidelines in administering and disciplinary rules. [5+5]
- Define employee grievances. What methods can be utilized in handling grievances? [5+5]

Group 'B'**(Comprehensive Answer Questions)****20****Attempt any ONE question.**

- Human Resources Management System includes input, process and output functions as basic components of staff management. In the light of this conceptual framework, discuss the major issues in Human Resources Management. [20]
- A reputed organization suddenly faced the labour trouble expressed in the form of threats and sabotage. However the salary and wages in that organization were in pretty good standard in comparison to other organization. As a result, the productivity slowly good standard in comparison to other organization. As a result, the productivity slowly deteriorated and the network of communication blocked. In a situation like this, what would be your scheme for setting down the problem as a manager of this organization? [20]

1. INTRODUCTION TO HRM**Short Answer Questions****1. 2055 Q.No.1**

What are the major components of human resource management? Why is motivation phase important in human resources management? [4+6]

2. 2056 Q.No.1

Define quality of work life. How is quality of work life related to productivity? [4+6]

3. 2057 Q.No.1

Define human resources management. How are quality of work life, productivity and readiness for change related to each other? [4+6]

4. 2058 Q.No.1

What is human resource management? How does it help in enhancing quality of work life? [4+6]

5. 2059 Q.No.1

State and explain the purposes of human resource management. [3+7]

6. 2060 Q.No.1

What is human resource management? State the major components of human resource management. [4+6]

7. 2061 Q.No.1

Trace out the roots and development of human resource management. [10]

8. 2062 Q.No.1

Explain the emerging challenges in human resources management. [10]

9. 2062 Q.No.1 Old

What is human resources management? Explain the functions of human resources management. [4+6]

10. 2063 Q.No.1

Briefly describe the characteristics and objectives of human resource management. [5+5]

11. 2064 Q.No. 1

What is human resource management system? Make a difference between personnel and human resource management. [5+6]

12. 2064 Old Q.No. 1

Explain the concept of human resource management. What are the components of HR function? [10]

13. 2065 Q.No. 1

What is human resource management? Describe the objectives of human resource management. [4+6]

14. 2065 Old Q.No. 1

What is human resource management? Why is HRM a basic management function at all levels of management? [10]

15. 2066 Q.No. 1

Describe the functions of human resource management. [10]

16. 2066 Old Q.No. 1

Define 'human resource management'. Explain the important functions of HRM. [10]

Comprehensive Answer Questions

17. 2055 Q.No.11

Managing human resources is a complex and challenging job. In the light of this statement, discuss the role and functions of a human resource manager. [20]

18. 2056 Q.No.11

Managing human resources is much more difficult than managing physical resources. Why do you think managing human resources is difficult? What skills should the managers have to manage human resources effectively? [10+10]

19. 2057 Q.No.11

Human resources management is concerned with the "people" dimension in management. What, in your opinion, are the major roles and responsibilities of a human resource manager in managing the human resource dimension of an organization? [20]

20. 2059 Q.No.11

The principal resource of an organization is the people and managing its people is the most important aspect of managing an organization. What are the main components of human resource management? Discuss. [10+10]

Write Short Notes on

21. 2065 Old Q.No. 10 a

Quality of work-life

[5]

2. HUMAN RESOURCE PLANNING

Short Answer Questions

1. 2055 Q.No.2

Define human resource planning. What are the methods of assessing current human resource of an organization? [4+6]

2. 2056 Q.No.2

What is human resource planning? How can human resource information system help in developing human resource planning? [4+6]

3. 2057 Q.No.2

State the importance of human resource planning. What are the steps involved in the human resource planning process? [5+5]

4. 2058 Q.No.2

Explain the importance of human resource information system in assessing current human resources in the organization. [10]

5. 2059 Q.No.2

What is human resource planning? How does human resource inventory help in formulating human resource planning? [4+6]

6. 2060 Q.No.2

Explain the process of assessing the supply of human resources in the organization. [10]

7. 2061 Q.No.2

Explain the process of human resource planning. [10]

8. 2061 Q.No.3

What is human resource information system? Explain the purposes of human resource information system [HRIS]. [4+6]

9. 2062 Q.No.2

What is human resources inventory? Why it is necessary? [4+6]

10. 2062 Q.No.2 Old

Define human resource planning? Explain the purpose of human resource planning. [4+6]

11. 2063 Q.No. 2

What is succession planning? Why is it useful to an organization? [4+6]

12. 2064 Q.No. 2

Define human resource planning. Why is it necessary for a modern organization? [5+6]

13. 2064 Old Q.No. 2

What is HR planning? What are the activities involved in HR planning? [10]

14. 2065 Q.No. 2

What is human resource strategy? What relationship do you find between human resource planning and strategic planning? [4+6]

15. 2065 Old Q.No. 2

Define HR planning. What are the major activities involved in HR planning. [10]

16. 2066 Q.No. 2

Describe the process of human resource planning. [10]

17. 2066 Old Q.No. 2

Explain the importance of HR planning. How is HR Information System useful in the process of HR planning? [10]

Comprehensive Answer Questions

18. 2058 Q.No.11

A human resource manager should depend on different information and other important components in formulating a realistic human resource planning. As a human resource manager of a large organization what process would you follow while formulating human resource planning? [20]

19. 2059 Q.No.12

"More emphasis should be placed on the internal supply of employees for meeting future needs because these employees already know the organization." Do you agree or disagree? Justify. [20]

20. 2060 Q.No.11

'Human resource planning' is the process by which an organization ensures that it has the right number and kinds of people, at right places, and the right time. On the basis of the above statement explain the importance and the steps involved in human resource planning. [10+10]

21. 2062 Q.No.11

The effectiveness of human resources planning depends on the proper matching of demand and supply of human resources. In the context of this statement, discuss how would you forecast demand for and determine supply of manpower in the organization. [10+10]

22. 2062 Q.No.11 Old

Human resources planning encompasses series of formal processes. In the light of the above statement, discuss the process you would follow while formulating human resource planning in your organization. [20]

23. 2064 Q.No. 11

Human resource planning not only requires a simple assessment of number of employees required but also their categories and skills as well as their balanced allocation. In the light of the above statement discuss the process of human resource planning. [20]

24. 2065 Q.No. 12

What is human resource information system? Discuss the different methods of forecasting demand for human resources. [20]

Write Short Notes on**25. 2064 Old Q.No. 10 a**

Human resource information system [5]

26. 2065 Old Q.No. 10 b

Succession planning [5]

3. JOB DESIGN AND ANALYSIS**Short Answer Questions****1. 2055 Q.No.3**

What is job description? State the techniques of job analysis? [4+6]

2. 2056 Q.No.3

Define job analysis? What are the purposes of job analysis? [4+6]

3. 2057 Q.No.3

What is job analysis? What are the components of job description? [4+6]

4. 2058 Q.No.3

What is job description? Explain the contents of job description. [4+6]

5. 2059 Q.No.3

What is job specification? Explain the contents of job specification. [4+6]

6. 2060 Q.No.3

What is job analysis? Explain the uses of job analysis. [4+6]

7. 2061 Q.No.4

What is job evaluation? Explain the methods of job evaluation. [4+6]

8. 2061 Q.No.5

Define job analysis. Why job analysis is needed in an organization? [4+6]

9. 2062 Q.No.3

Explain the different methods of job design. [10]

10. 2062 Q.No.3 Old

State the distinguishing features of job description and job specification. [10]

11. 2062 Q.No.4 Old

What is job analysis? Explain the methods of collecting job information. [4+6]

12. 2063 Q.No. 3

Explain the various methods of collecting job analysis information. [10]

13. 2064 Q.No. 3

What is job analysis? What are its purposes? [4+6]

14. 2064 Old Q.No. 3

Define 'job description'. How is it different from 'job specification'? [10]

15. 2065 Q.No. 3

Define job design and explain its benefits. [4+6]

16. 2065 Old Q.No. 3

Explain the concept of job analysis. What are the purposes of job analysis? [10]

17. 2066 Q.No. 3

Give the concept and purposes of job analysis. [4 + 6]

18. 2066 Old Q.No. 3

What is job analysis? What are the methods of collecting job analysis information? [10]

Comprehensive Answer Questions

19. 2062 Q.No.12

What are the benefits of job analysis? Discuss the components of job description and job specification with suitable examples. [5+15]

Write Short Notes on

20. 2064 Old Q.No. 10 b

Job evaluation [5]

4. RECRUITMENT, SELECTION AND SOCIALIZATION**Short Answer Questions**

1. 2055 Q.No.4

Differentiate between recruitment and selection. State the methods of employee selection. [4+6]

2. 2056 Q.No.4

Explain the meaning and purpose of employee socialization. [4+6]

3. 2056 Q.No.10

Explain briefly the employee selection process. Would the selection methods be the same for managers and workers? [5+5]

4. 2057 Q.No.4

Define recruitment. What are the methods of recruitment? [4+6]

5. 2058 Q.No.4

State and explain the phases of selection process. [3+7]

6. 2058 Q.No.10

What is socialization? What benefits can socialization provides for the new employees? [4+6]

7. 2059 Q.No.4

Define recruitment and explain the external sources of recruitment. [4+6]

8. 2059 Q.No.10

What is socialization? State the benefits of socialization. [4+6]

9. 2060 Q.No.4

What is socialization? Explain the process of socialization. [4+6]

10. 2061 Q.No.6

What is socialization? Explain the factors that should be considered while developing a socialization program. [4+6]

11. 2062 Q.No.5

Define interview and explain different types of interviews. [4+6]

12. 2062 Q.No.5 Old

Explain the meaning and purposes of socialization. [4+6]

13. 2062 Q.No.6 Old

State and explain the sources of recruitment. [3+7]

14. 2063 Q.No. 5

What is recruitment? Explain the different sources of recruitment. [4+6]

15. 2064 Q.No. 5

What is socialization? Explain the process of socialization. [4+6]

16. 2064 Q.No. 5

Why employee socialization is necessary? What aspects or subjects should be included in the socialization programs? [10]

17. 2064 Old Q.No. 4

What are the methods of employee recruitment? Which method of recruitment is suitable in our present context? [10]

18. 2065 Q.No. 5

What is employee selection? Explain the different types of selection tests. [4+6]

19. 2065 Q.No. 4 Old

Differentiate between recruitment and selection. Explain the external sources of obtaining job applicants. [10]

20. 2065 Q.No. 5 Old

What is employee socialization? Why is it an important function of HR managers? [10]

21. 2066 Q.No. 4

State and explain the different types of selection tests. [4 + 6]

22. 2066 Old Q.No. 4

Explain the selection process. What are the stages involved in this process? [10]

23. 2066 Old Q.No. 5

Describe the concept of employee socialization. What are the 'purpose of employee socialization'? [10]

Comprehensive Answer Questions**24. 2056 Q.No.12**

An organization had advertised in the newspaper the vacancy for two posts of office assistant. The organization has received about 350 applications for these two posts. Conducting examinations and interviews for all these candidates is going to be very expensive and time-consuming affair. The general manager of the organization sought your opinion regarding the most effective and least expensive method of selecting the office assistant. What suggestions would you give to the General Manager? [20]

25. 2061 Q.No.11

Choosing employees to hire is necessary in all organizations and the quality of choice often affects organization for decades. In the light of the given statement, discuss the selection process that you would consider while selecting new employees. [20]

26. 2063 Q.No. 11

Selection is the mechanism that determines the overall quality of an organization's human resources. In the light of the statement discuss the selection process that will ensure to get best candidate. [20]

5. TRAINING AND DEVELOPMENT PEOPLE**Short Answer Questions****1. 2055 Q.No.5**

Why training is essential? What are the methods of determining training needs? [4+6]

2. 2056 Q.No.5

Define management development. What are the methods used for management development? [4+6]

3. 2057 Q.No.5

Distinguish between on-the-job and off-the-job training. What approaches are used in evaluating training effectiveness? [4+6]

4. 2058 Q.No.5

What is management development? Explain off the job methods of management development. [4+6]

5. 2059 Q.No.5

What is training? Explain the methods of off-the-job training. [10]

6. 2060 Q.No.5

State and explain the methods of determining training needs of the employees. [3+7]

7. 2061 Q.No.7

Explain the methods of evaluating a training program. [10]

8. 2062 Q.No.4

Explain the different methods of on-job-training. [10]

9. 2062 Q.No.7 Old

Explain various methods of determining training needs of employees. [10]

10. 2063 Q.No. 4

Define human resource development and explain its importance. [4+6]

11. 2064 Q.No. 4

Explain the important methods of evaluating training effectiveness. [10]

12. 2064 Old Q.No. 7

Explain the off-the-job methods of developing managers. [10]

13. 2065 Q.No. 4

How would you determine the training needs of employees? Explain. [10]

14. 2065 Old Q.No. 6

Explain the concept of management development. Why is it important for an organization? [10]

15. 2066 Q.No. 5

What is learning? Explain the process of learning. [4+6]

16. 2066 Old Q.No. 6

Define 'management development'. Explain the on-the-job methods of management development. [4+6]

Comprehensive Answer Questions**17. 2058 Q.No.12**

Trained managers are vital to the development of an organization. As a human resource manager how would you analyse the needs of management development program? What types of management development techniques would you recommend in a large organization? Discuss. [10+10]

18. 2060 Q.No.12

Management development in contrast to employee training is more future-oriented and concerned with education. As a human resource manager of a company what techniques would you suggest for the management development? Discuss. [20]

19. 2061 Q.No.12

Unlike skills training, management development focuses on the overall development of a manager. In the light of this statement, discuss the methods used in management development. [20]

20. 2062 Q.No.12 Old

Management development is the activity that ensures organization with the required managerial talents. In the light of the above statement, discuss the methods of developing managers.

21. 2063 Q.No. 12

Training typically focuses on providing employees with specific skills or helping them correct deficiencies in their performance. In the context of this statement explain the different methods of training. [20]

22. 2064 Q.No. 12

The executives who are responsible for getting things done through and with the efforts of the people, needs training for several reasons. In the context of the statement discuss the techniques of management development [20]

23. 2064 Old Q.No. 11

Human resource is a key resource of an organization. Enhancing employees' capabilities is a major concern of modern organizations. In the light of the given statements, discuss the methods of determining training needs and the ways of evaluating the effectiveness of employee's training. [20]

24. 2065 Old Q.No. 12

Employee training is necessary for improving the performance and quality of work. In the context, explain the on-the-job methods of employee training. How can training effectiveness be evaluated? [2]

25. 2066 Old Q.No. 11

Organization spend their valuable resources in employee training. In most cases, however such training programmes are not effective as expected. Describe briefly the methods of determining training needs. How can training programme be made more effective? [2]

6. MOTIVATION**Short Answer Questions****1. 2055 Q.No.6**

What is motivation? State the hygiene factors as identified by Herzberg. [4+]

2. 2056 Q.No.6

Compare the hierarchy of needs theory with the motivation-hygiene theory. [1]

3. 2057 Q.No.6

Define motivation. What role would money play in the Maslow's hierarchy of needs theory? [4+]

4. 2057 Q.No.10

What methods can be used to measure employee frustrations? [1]

5. 2058 Q.No.6

Compare and contrast McGregor's X-theory with Y-theory. [1]

6. 2059 Q.No.6

Explain McGregor's theory X and theory Y. [1]

7. 2060 Q.No.6

Define motivation. Compare Mc Gregor's X-theory with Y-theory. [4+]

8. 2061 Q.No.8

Define job satisfaction. Explain the methods of measuring employee's job satisfaction. [4+]

9. 2062 Q.No.7

What is motivation? Explain ERG theory of motivation. [4+]

10. 2062 Q.No.8 Old

Differentiate between McGregor's Theory X and Theory Y. [1]

11. 2063 Q.No. 7

Explain the Equity Theory of Motivation. [1]

12. 2064 Q.No. 7

Explain the Achievement Theory of Motivation. [1]

13. 2064 Old Q.No. 6

Discuss Herzberg's motivation-hygiene theory of employee motivation. [1]

14. 2065 Q.No. 7

Explain Vroom's Expectancy Theory of Motivation. [1]

15. 2066 Q.No. 6

What is frustration? Explain the causes of frustration. [4+]

Comprehensive Answer Questions**16. 2055 Q.No.12**

As a human resource manager of an organization, you have noticed that the efficiency of the workers is very low. The per capita output of workers has been declining. The workers often complain about bad working conditions and monotonous nature of their work. The rate of absenteeism is also increasing. How would you analyse this situation? What would you do to increase the efficiency and productivity of workers? [2]

17. 2065 Old Q.No. 11

Employee motivation is an important function of management. Explain the major problem related to employee motivation. How is motivation related to performance? [2]

18. 2066 Q.No. 11

The goals of organization can only be achieved through competent and motivated human resources. In the light of this statement, describe the importance of motivation in organizations. Also examine the Achievement Motivation Theory. [10 + 10]

19. 2066 Old Q.No. 12

Why do managers need to know about employee motivation? How can employees' lack of motivation affect productivity? Discuss how McGregor's Theory X explains employee motivation. [20]

Write Short Notes on

20. 2065 Old Q.No. 10 c

Frustration and conflict

[5]

7. PERFORMANCE APPRAISAL AND REWARD MANAGEMENT**Short Answer Questions:**

1. 2055 Q.No.7

Define performance appraisal. What are the important methods of performance appraisal? [4+6]

2. 2055 Q.No.8

What are the features of effective reward system? Give examples of intrinsic reward. [6+4]

3. 2056 Q.No.7

What is performance appraisal? State briefly the appraisal process. [4+6]

4. 2056 Q.No.8

Contrast financial and non-financial rewards. Illustrate your answer with examples. [7+3]

5. 2057 Q.No.7

Compare the essay appraisal with the critical incident appraisal. [10]

6. 2057 Q.No.8

What are extrinsic rewards? How do they differ from intrinsic rewards? [4+6]

7. 2058 Q.No.7

Define performance appraisal. Explain briefly the different methods of performance appraisal. [4+6]

8. 2058 Q.No.9

Explain the criteria on which rewards can be distributed to the employees. [10]

9. 2059 Q.No.7

Explain the term "Performance appraisal". How is it useful in motivating employees? [4+6]

10. 2059 Q.No.9

State and explain different types of rewards. [3+7]

11. 2060 Q.No.7

Explain the qualities that an effective reward should contain. [10]

12. 2060 Q.No.9

Explain the brief the methods of performance appraisal. [10]

13. 2061 Q.No.9

What is performance appraisal? Describe any four methods of performance appraisal. [4+6]

14. 2062 Q.No.6

What is performance appraisal? Describe the uses of performance appraisal. [4+6]

15. 2062 Q.No.9 Old

What is reward? Explain the qualities of effective rewards. [4+6]

16. 2063 Q.No. 6

What is reward management? Explain the different types of rewards. [4+6]

17. 2064 Q.No. 6

What is reward management? Explain the qualities of effective rewards. [4+6]

18. 2064 Old Q.No. 8

Define performance appraisal. What purpose does performance appraisal serve? [10]

19. 2064 Old Q.No. 9

What is reward system? What roles do benefits serve in a reward system? [10]

20. 2065 Q.No. 6

Explain any four popular methods of performance appraisals.

[10]

21. 2065 Old Q.No. 7

Describe various types of rewards. How can these rewards be designed for effective results and performance?

[10]

22. 2065 Old Q.No. 8

What are the purposes of performance appraisal? State any four methods of such appraisal.

[10]

23. 2066 Old Q.No. 7

What is performance appraisal? Explain the process of performance appraisal.

[10]

24. 2066 Old Q.No. 8

Differentiate between intrinsic and extrinsic rewards. Describe the methods of intrinsic rewards.

[10]

Comprehensive Answer Questions

25. 2066 Q.No. 12

What is performance appraisal? Discuss the various methods of performance appraisal.

[5+15]

8. COMPENSATION MANAGEMENT**Short Answer Questions**

1. 2062 Q.No.8

Define compensation. Explain the factors that determine compensation.

[4+6]

2. 2063 Q.No. 8

What is compensation? Explain the current trends in compensating employees.

[4+6]

3. 2064 Q.No. 8

Describe the methods of establishing employee's compensation.

[10]

4. 2065 Q.No. 8

What are incentives? Explain the different incentives plans that are popular in the organizations.

[4+6]

5. 2066 Q.No. 7

What is compensation? What are the determinants of compensation?

[4 + 6]

9. EMPLOYEE'S DISCIPLINE**Short Answer Questions**

1. 2055 Q.No.10

Why is discipline necessary? What types of discipline problems are most prevalent in organizations?

[4+6]

2. 2056 Q.No.9

Explain the concept of discipline. What factors would you consider while taking disciplinary actions?

[4+6]

3. 2058 Q.No.8

What is employee's discipline? Explain the general guidelines in administering discipline.

[4+6]

4. 2060 Q.No.8

What is discipline? Explain the different types of discipline problems.

[10]

5. 2062 Q.No.9

Explain the guidelines, which are to be followed in administering discipline.

[10]

6. 2062 Q.No.10 Old

What guidelines would you follow in administering discipline?

[10]

7. 2063 Q.No. 9

Explain the procedures involved in disciplinary actions.

[10]

8. 2064 Q.No. 9

What are the disciplinary problems? Suggest the general guidelines in administering discipline.

[5+5]

9. 2065 Q.No. 9

What are the major types of disciplinary problems?

10. 2065 Old Q.No. 9

What are the causes of employee indiscipline? Explain the disciplinary procedures. [10]

11. 2066 Q.No. 8

Explain the general guidelines in administrating the discipline in organizations. [10]

12. 2066 Old Q.No. 9

What type of employee indiscipline are generally found in organizations? What can be done to minimize such indiscipline? [10]

Comprehensive Answer Questions**13. 2057 Q.No.12**

As a human resource manager you have noticed that the staff of your organization come late in office, spend time in reading newspapers, go around and talk to fellow staff members, take long tea-breaks during office hours. There are also instances of early departure without informing the office. How would you analyse this situation? What would you do to solve this problem? [20]

14. 2064 Old Q.No. 12

Explain the concept of employee discipline. Why disciplinary problems arise in organization? What are the methods of handling disciplinary problems? Discuss. [20]

10. LABOUR RELATION: GRIEVANCES AND DISPUTE SETTLEMENT**Short Answer Questions****1. 2055 Q.No.9**

Define employee grievances. What should be the approach to handle employee grievances? [4+6]

2. 2057 Q.No.9

Define employee grievances. What types of discipline problems often arise in organizations?

3. 2059 Q.No.8

What do you understand by 'Grievances'? Explain the grievance handling procedures. [4+6]

4. 2060 Q.No.10

Describe the procedures of handling grievances of the employees. [10]

5. 2061 Q.No.10

What is employee grievance? What are the steps involved in the grievance handling procedures? [4+6]

6. 2062 Q.No.10 New

Define labour disputes. How labour disputes are settled in Nepal? [4+6]

7. 2063 Q.No. 10

What are the labour disputes? How are labour disputes settled in Nepal? [4+6]

8. 2064 Q.No. 10

Define labour disputes? How are labour disputes settled in Nepal? [5+5]

9. 2065 Q.No. 10

How do you handle employee grievances in organizations? Explain. [10]

10. 2066 Q.No. 9

Explain the actors of industrial relations system. [10]

11. 2066 Q.No. 10

Describe the labour disputes settlement process in Nepal. [10]

12. 2066 Old Q.No. 10

Define 'employee grievances'. Explain the grievance handling process. [10]

Comprehensive Answer Questions**13. 2065 Q.No. 11**

Labour disputes are common phenomenon in developing countries. In the perspective of the given statement discuss the major causes of labour disputes and the methods of settlement of such disputes in organizations. [20]

Write Short Notes on**14. 2064 Old Q.No. 10 c**

Grievance handling [5]

FUNDAMENTALS OF MARKETING

New Syllabus- 2061

Course No.: MGT 214

Nature of the Course: Core (Marketing)

Full Marks: 100

Pass Marks: 35

Course Objective

This course aims at developing knowledge and skills in students in analyzing issues concerning major decision making areas of marketing. It also aims to give background knowledge to students to prepare them for concentration courses in marketing.

Contents

1. INTRODUCTION

LH8

• Meaning and importance of marketing • Approaches to the study of marketing: Commodity approach, Functional approach, Institutional approach, System approach, Environmental approach, Managerial approach, Economic approach, Legalistic approach. • Development of marketing concepts • Marketing mix and its components

2. MARKETING ENVIRONMENT

LH 10

• Meaning and scope of marketing environment • Micro and macro environmental forces • Marketing environment in Nepal and its impact on marketing activities

3. MARKET SEGMENTATION AND TARGETING

LH 5

• Meaning, concepts and types of market • Meaning of market segmentation • Requirements and benefits of market segmentation • Segmentation variables for consumer and industrial markets • Process of market segmentation • Segmentation practices in Nepal

4. MARKETING INFORMATION SYSTEM & MARKETING RESEARCH

LH 10

• Meaning and importance of information and data; • Sources of information and data • Meaning, feature and importance of marketing information system • Components of Marketing Information System • Process and areas of marketing research • Marketing information system in Nepal and its use in marketing decisions

5. BUYER BEHAVIOUR

LH 12

• Meaning and importance of buyer behaviour • Consumer buying process • Factors determining consumer-buying decisions • Meaning and features of organizational buying behaviour • Organizational buying process • Factors determining organizational buyer decisions

6. PRODUCT DECISION

LH 25

• Meaning and concept and levels of product • Types of product their distinctive features and marketing considerations • Meaning and stages of product life cycle • Marketing activities in different stages of product life cycle • Product adoption and diffusion process • Concept of new product, Need for product innovation research for product failure • Process of new product development • Product line and product mix strategies • Service product, Nature and Strategies • Branding: Meaning, Objectives, Reasons for and against branding, Types and essentials of a Good Brand Name • Packaging: Meaning, Objectives and functions levels of packaging, essential of good packaging • Label: Meaning, Objectives, Functions and Types • Product strategies in Nepal.

7. PRICING DECISION

LH 15

• Meaning and objectives of pricing • Importance of pricing • Factors affecting price determination • Methods of price determination - Cost-oriented, demand-oriented and competition-oriented • Initial and responding to price changes • Price policies and strategies • Pricing strategies in Nepal

8. DISTRIBUTION DECISION

LH 20

• Meaning, Objectives and importance of distribution • Channel system • Channel structure for consumer and industrial goods • Marketing intermediaries and their role in distribution system • Strategic considerations in channel selection • Channel dynamics: Role, power, conflicts and conflicts resolution • Meaning and components of physical distribution • Distribution practices in Nepal

9. PROMOTION DECISION

LH 25

• Meaning and objectives of promotion • Process and elements of marketing communication • Promotion mix • Advertising- Meaning, Objectives, Importance, Media, and Selection of Advertising Media • Personal selling- Meaning, Objectives and Type of Personal Selling • Process of Personal Selling: Indoor and Traveling Sales • Sales Promotion- Meaning, Objectives and Methods of Sales Promotion • Public relations- Meaning, objectives and nature of public relation • Factors affecting determination of promotion mix • Promotion decisions in Nepal

10. EMERGING CONCEPTS IN MARKETING

LH 10

- Quality marketing • Relationship marketing • Direct marketing • E-commerce (Internet Marketing)

BASIC BOOKS:

1. Kotler, Philip and Armstrong, **Principles of Marketing**, New Delhi: Prentice Hall of India.
2. Stanton, Etzel & Walker, **Fundamentals of Marketing**, New York: McGraw-Hill.

REFERENCES:

1. Shrestha, Shyam K., **Fundamentals of Marketing**, Book, Palace, Kathmandu.
2. Agrawal, Govind Ram, **Fundamentals of Marketing in Nepal**, M.K. Publisher, Kathmandu.
3. Koirala, K.D., **Fundamentals of Marketing Decisions**, M.K. Publishers, Kathmandu.
4. Cundiff, E.W. and Govoni, N.A.P., **Fundamentals of Modern Marketing**, Prentice Hall of India, New Delhi.

New Model Question

Candidates are required to give their answers in their own words as far as practicable. The figure in the margin indicates full marks.

Group 'A'**(Short Answer Questions)**

80

Attempt any EIGHT questions.

1. What is marketing concept? Explain its major principles. [3+7]
2. Explain the benefits of market segmentation to an organization. [10]
3. What is marketing information system? Describe the marketing intelligence system. [4+6]
4. Explain the need for understanding consumer behaviour for a marketing organization. [10]
5. Describe the (a) characteristics and (b) marketing considerations for consumer shopping goods. [5+5]
6. What is product positioning? Describe the major types of product positioning. [3+7]
7. What is price skimming? When price skimming is possible for an organization. [4+6]
8. When do channel conflicts arise? How are they resolved? [5+5]
9. Describe the services provided by the wholesaler to a producer in the channel system. [10]
10. What is publicity? How does it differ from advertising? What are its uses in promotion? [3+4+3]

Group 'B'**(Comprehensive Answer Questions)**

20

Attempt any ONE questions.

11. What are the components of the marketing mix? Discuss how the demography and economy of market influences the design of the marketing mix for a consumer product. [6+14]
12. What is product life cycle? Do all products have similar product life cycle? Discuss the pricing and promotion strategies during the stages of the product life cycle. [4+4+12]

1. INTRODUCTION**Short Answer Questions****1. 2055 Q.No.1**

"Marketing is a social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others." Comment. [10]

2. 2056 Q.No.1

Explain any two recent developments in the field of marketing. [10]

3. 2057 Q.No.1

What is marketing concept? Explain the difference between selling concept and marketing concept. [10]

4. 2058 Q.No.1

Define marketing and briefly explain any two new developments in the field of marketing. [3+7]

5. 2059 Q.No.1

Point out the fundamentals of the marketing concept. [4+6]

6. 2060 Q.No.1

Point out the differences between the marketing concept and the selling concept. [10]

7. 2061 Q.No.1

What is marketing concept? Show the difference between sales oriented marketing concept and societal marketing concept. [5+5]

8. 2062 Q.No.1

What is marketing? Why is it important in the business world? Explain.

[3+7]

9. 2062 Q.No.2

What do you understand by functional approach and institutional approach to the study of marketing? Explain.

[5+5]

10. 2063 Q.No. 1

What are the different approaches to the study of marketing? Explain any two approaches.

[4+6]

11. 2063 Q.No. 2

Show your acquaintances with production oriented marketing concept and market oriented marketing concept.

[5+5]

12. 2064 Q.No. 2

Explain the functional approach and differentiate it with managerial approach.

[10]

13. 2064 Q.No. 5

What do you understand by societal marketing concept?

[10]

14. 2065 Q.No.1

What do you understand by a market, marketing and marketing concept? Explain.

[3+4+3]

15. 2065 Q.No.2

Point out any four approaches to the study of marketing? Briefly explain any two of them.

[4+6]

16. 2066 Q.No. 1

Define marketing. Explain the fundamental principles of marketing concept.

[3+7]

Comprehensive Answer Questions

17. 2055 Q.No.11

What do you mean by marketing concept? Discuss the principles of the marketing concept.

[6+14]

2. MARKETING ENVIRONMENT**Short Answer Questions**

1. 2055 Q.No.2

Describe the socio-cultural environment of marketing.

[10]

2. 2056 Q.No.2

Describe the economic environment of marketing.

[10]

3. 2058 Q.No.2

Explain the socio-cultural environment of marketing and its effect in the design of the marketing mix.

[5+5]

4. 2059 Q.No.2

Explain the demographic environment of marketing and its effect in the design of the marketing mix.

[5+5]

5. 2060 Q.No.2

Explain the technological environment of marketing and its effect in the design of the marketing mix.

[10]

6. 2061 Q.No.2

What is marketing environment? How social and cultural factors affect the marketing program of a company? Briefly explain.

7. 2062 Q.No.3

What do you understand by microenvironment and macro environment? How do economic factors affect the marketing mix? Explain.

[4+6]

8. 2063 Q.No. 3

What do you understand by micro and macro environment? How do socio-cultural factors affect the marketing mix? Support your answer with suitable examples.

[4+6]

9. 2064 Q.No. 1

Explain the effects of natural environment on marketing mix.

[10]

10. 2066 Q.No. 2

What is marketing mix? Explain how competitive environment influences the choice of marketing mix.

[4+6]

3. MARKET SEGMENTATION AND TARGETING

Short Answer Questions

1. 2055 Q.No.3 [10]
Explain the criteria used for evaluation of market segments.
2. 2056 Q.No.3 [10]
Explain the variables used in segmentation of an industrial market.
3. 2057 Q.No.2 [10]
Explain the requirements for effective market segmentation.
4. 2058 Q.No.3 [10]
Describe the variables for segmentation of the industrial market.
5. 2059 Q.No.3 [10]
Describe the use of life-style for segmentation of the consumer market.
6. 2060 Q.No.3 [10]
What are the requirements for effective segmentation of a consumer market? Explain.
7. 2061 Q.No.3 [3+7]
What is market segmentation? What are the processes of market segmentation? Briefly explain.
8. 2061 Q.No.4 [5+5]
Identify the demographic variables in segmenting a consumer market. Also explain any two of them with the help of a suitable example.
9. 2062 Q.No.4 [3+7]
What is market segmentation? Briefly explain the process of market segmentation.
10. 2063 Q.No. 4 [10]
Explain the benefits of market segmentation.
11. 2064 Q.No. 3 [3+7]
What is market segmentation? Explain the segmentation variables required for industrial market segmentation.
12. 2065 Q.No.5 [4+6]
What is market segmentation? Explain the requirements for effective market segmentation.
13. 2066 Q.No. 3 [10]
Explain the process of market segmentation.

4. MARKETING INFORMATION SYSTEM & MARKETING RESEARCH

Short Answer Questions

1. 2057 Q.No.3 [4+6]
What is marketing information system? Why is marketing information system important for a business organization?
2. 2058 Q.No.4 [4+6]
What is marketing information system? What are its components?
3. 2059 Q.No.4 [6+4]
What is marketing intelligence system? How does it differ from the marketing research system?
4. 2060 Q.No.4 [5+5]
What is a marketing information system? Briefly explain the marketing intelligence system.
5. 2061 Q.No.5 [10]
Describe the importance of market information system.
6. 2063 Q.No. 5 [5+5]
Show the difference between marketing intelligence system and marketing research.
7. 2064 Q.No. 4 [10]
Explain in brief the components of a marketing information system.

8. 2065 Q.No.3

Explain the importance of marketing information system for marketing decisions. [5+5]

9. 2066 Q.No. 4

What do you understand by market intelligence system? Explain the role of market intelligence system in marketing. [5+5]

5. BUYER'S BEHAVIOUR

Short Answer Questions

1. 2055 Q.No.4

Explain the post purchase behaviour of a consumer. [10]

2. 2056 Q.No.4

Explain the social determinants of consumer behaviour. [10]

3. 2057 Q.No.4

Explain the economic determinants of consumer behaviour. [10]

4. 2058 Q.No.5

Describe briefly any one of the psychological determinants of consumer behaviour. [10]

5. 2059 Q.No.5

Describe briefly the socio-cultural determinants of consumer behaviour. [10]

6. 2060 Q.No.5

Describe the economic determinants of consumer behaviour. [10]

7. 2061 Q.No.6

What do you understand by buyers' behaviour? What are the socio-cultural determinants of buyers' behaviour? Briefly explain. [10+10]

8. 2061 Q.No.7

Describe the buying process of an individual buyer. [10]

9. 2063 Q.No. 6

What are the different stages of consumer buying process? Explain the post-purchase behaviour of consumers. [2+8]

10. 2064 Q.No. 6

How does learning and motivation influence consumer buying? [10]

11. 2066 Q.No. 5

In what ways consumer buying decisions differ from organizational buying decisions? Explain. [10]

6. PRODUCT DECISION

Short Answer Questions

1. 2055 Q.No.5

Describe the (a) characteristics and (b) marketing considerations for installations. [5+5]

2. 2055 Q.No.6

What is service? How does it differ from goods? [5+5]

3. 2055 Q.No.9

Describe the meaning and importance of product positioning. [10]

4. 2056 Q.No.5

Describe the (a) characteristics and (b) marketing considerations for specialty goods. [5+5]

5. 2056 Q.No.6

Describe the main features of service product marketing. [10]

6. 2056 Q.No.9

Describe the trading-up and trading-down strategies. [10]

7. 2057 Q.No.5

Describe the (a) characteristics and (b) marketing considerations for consumer convenience goods. [5+5]

8. 2057 Q.No.6
Describe the main features of service products. [10]
9. 2058 Q.No.6
Describe the characteristics of shopping goods and their marketing considerations. [5+5]
10. 2058 Q.No.7
What is family branding? Explain the characteristics of a good brand name. [3+7]
11. 2059 Q.No.6
Describe the characteristics of specialty goods and their marketing considerations. [5+5]
12. 2059 Q.No.7
What is packaging? What are its functions? Explain the features of a good packaging system. [3+3+4]
13. 2060 Q.No.6
Describe the characteristics of consumer convenience goods and their marketing considerations. [5+5]
14. 2060 Q.No.7
Explain the concept of product positioning. Describe the process of positioning a consumer product. [4+6]
15. 2061 Q.No.8
What is a new product? Describe the new product development process. [10]
16. 2061 Q.No.9
Show the difference between tangible product and service product. [10]
17. 2062 Q.No.5
What do you understand by core product and augmented product? Explain with suitable examples [3+3+4]
18. 2062 Q.No.6
What is a service product? Distinguish between service product and tangible product. [3+7]
19. 2063 Q.No. 7
What is a new product? Explain any five reasons for new product failure. [3+7]
20. 2063 Q.No. 9
What is channel conflict? How do channel conflicts arise? Explain. [3+7]
21. 2064 Q.No. 7
What do you know by product adoption process? Explain the relations between product adoption and diffusion process. [5+5]
22. 2065 Q.No.10
What is a label? What are its types? Briefly explain with suitable examples. [3+3+4]
23. 2065 Q.No.9
What is speciality goods? What are the marketing considerations of speciality goods? Explain. [3+7]
24. 2065 Q.No.4
Explain the following terms: [2.5×4]
(a) Brand name (b) Brand mark (c) Trade mark (d) Trade name
25. 2066 Q.No. 6
What is a brand? Explain the importance of branding. [4+6]
- Comprehensive Answer Questions**
26. 2055 Q.No.12
What is product? Discuss the strategies relating to product line. [4+16]
27. 2056 Q.No.11
What is a new product? Discuss the steps involved in the development of a new product. [4+16]
28. 2057 Q.No.12
What is a product life cycle? Discuss the pricing and promotion strategies during the introduction and growth stages of the product life cycle. [6+14]
29. 2058 Q.No.11
What is product? What are its various concepts? Describe the product line extension strategies. [4+4+12]

30. 2059 Q.No.11

What is product life cycle? Why the product life cycle is considered as a strategic tool in marketing? Discuss. [4+16]

31. 2062 Q.No.12

What do you understand by a product line and a product mix? Discuss the product line and mix strategies. [6+14]

32. 2064 Q.No. 12

What are product mix, product line and product item? Discuss the product line extension strategies. [5+15]

33. 2066 Q.No. 11

What is a product life cycle? Discuss the marketing strategies corresponding to each stage of product life cycle. [20]

7. PRICING DECISION

Short Answer Questions

1. 2057 Q.No.7

Explain the value oriented pricing methods. [10]

2. 2058 Q.No.8

Explain the full cost pricing method and point out its limitations. [4+6]

3. 2059 Q.No.8

Explain the break-even pricing method and point out its limitations. [6+4]

4. 2060 Q.No.8

Explain the external factors affecting price determination. [10]

5. 2061 Q.No.10

What is pricing? Describe competition-oriented pricing method used by a firm.

6. 2062 Q.No.8

What are the objectives of pricing? Briefly explain. [10]

7. 2063 Q.No. 8

What is pricing? Show your acquaintances with "skimming the cream" strategy and discriminating pricing strategy. [2+8]

8. 2064 Q.No. 8

What are the pricing policies generally adopted by a business organization? Explain. [10]

9. 2066 Q.No. 7

What are the objectives of pricing? Explain the pricing methods corresponding to respective objectives. [4+6]

8. DISTRIBUTION DECISION

Short Answer Questions

1. 2055 Q.No.8

What role does a retailer play in the channels of distribution? [10]

2. 2056 Q.No.8

What role does a wholesaler play in the channels of distribution? [10]

3. 2057 Q.No.8

What do channel conflicts arise? How are they resolved? [5+5]

4. 2057 Q.No.9

Describe the services provided by the retailer to a producer in the channel system. [10]

5. 2058 Q.No.9

Show the channel structure for industrial goods and explain what types of industrial goods are marketed through the direct channels. [4+6]

6. 2059 Q.No.9

Draw the channel structure for consumer goods and explain what types of consumer goods are marketed through the direct channels. [4+6]

7. 2060 Q.No.9

What role do retailers play in the channel system? Explain. [10]

8. 2062 Q.No.7

What do you understand by physical distribution? Briefly explain transportation and warehousing as the two most important functions of physical distribution? [3+7]

9. 2062 Q.No.9

What is channel power? What are sources of channel power? Explain. [3+7]

10. 2064 Q.No. 9

What is channel power? Explain the situation in which channel conflicts arise? [10]

11. 2065 Q.No.7

What is channel power? Explain the sources of channel power. [3+7]

12. 2066 Q.No. 8

What are the causes of channel conflict? Explain the ways for its settlements. [5+5]

Comprehensive Answer Questions

13. 2057 Q.No.11

What are the channel alternatives for the distribution of consumer goods? Discuss the strategic considerations in the selection of channel of distribution. [6+14]

14. 2059 Q.No.12

What is channel conflicts arise? How does channel conflicts arise? Describe the processes of resolving the channel conflicts. [4+6+10]

15. 2060 Q.No.12

What is channel dynamics? What are the sources of channel power? Describe the causes of channel conflicts. [4+6+10]

16. 2061 Q.No.11

What is distribution? What factors are considered in the selection of suitable channel of distribution? Discuss. [6+14]

17. 2062 Q.No.11

What do you understand by channel structure? Discuss the factors affecting channel structure for industrial goods. [6+14]

18. 2063 Q.No. 11

What is distribution? Discuss the marketing implications of inventory control and order processing. [5+15]

19. 2064 Q.No. 11

What do you know by a channel system? Explain the channel structures most popular in Nepal. [5+15]

20. 2065 Q.No.11

What do you understand by a consumer goods market and a industrial goods market? Discuss the consumer market segmentation variables. [6+14]

9. PROMOTION DECISION**Short Answer Questions**

1. 2055 Q.No.7

Differentiate between push and pull strategies. [10]

2. 2055 Q.No.10

What is publicity? What are its kinds and uses? [3+7]

3. 2056 Q.No.7

Differentiate between push and pull strategies. [10]

4. 2056 Q.No.10

What is consumer promotion? What are its various forms? [3+7]

5. 2057 Q.No.10

What is trade promotion? What are its various forms? [3+7]

6. 2058 Q.No.10

Describe any two methods of dealer promotions. [10]

7. 2059 Q.No.10

Explain "Push and Pull" strategies in marketing.

[5+5]

8. 2060 Q.No.10

Explain the importance of personal selling in marketing of industrial goods.

[10]

9. 2062 Q.No.10

What do you understand by publicity? What are the methods of publicity? Explain.

[4 +6]

10. 2063 Q.No. 10

What is promotion? Show the difference between personal selling and mass selling.

[3+7]

11. 2064 Q.No. 10

Explain the role of public relation in promotional activities.

[10]

12. 2065 Q.No.8

Differentiate between advertising and sales promotions.

[10]

13. 2066 Q.No. 9

Explain the elements of communication.

[10]

Comprehensive Answer Questions

14. 2056 Q.No.12

What is a promotion mix? Discuss the factors affecting the determination of the promotion mix. [4+16]

15. 2058 Q.No.12

What is promotion mix? Discuss the factors affecting the determination of the promotion mix. [4+16]

16. 2060 Q.No.11

What are the functions of promotion? Discuss the factors affecting the determination of the promotion mix? [8+12]

17. 2061 Q.No.12

What is promotional blend? What factors are considered in blending promotional activities? Discuss. [6+14]

18. 2063 Q.No. 12

What is promotion mix? What factors affect to the determination of promotion mix? Discuss. [5+15]

19. 2065 Q.No.12

What is marketing communication? Explain the factors affecting the determination of promotion mix. [6+14]

20. 2066 Q.No. 12

You are required to launch an advertising campaign for a tobacco product. Explain how you select the media for launching the campaign effectively.

10. EMERGING CONCEPTS IN MARKETING

1. 2065 Q.No.6

What is relationship marketing? How is relationship built with customers? Explain. [4+6]

2. 2066 Q.No. 10

Define direct marketing. Explain its importance in the competitive markets. [4+6]

**ASMITA'S TEXTBOOK FOR FUNDAMENTALS OF MARKETING**

Fundamentals of Marketing

आधारभूत बजारशास्त्र

- Shrestha, Shyam K.

- गोपाल थापा, दिपेन्द्रकुमार न्यौपाने र भरत राई

BUSINESS LAW

New Syllabus- 2061

Course No. : MGT 204

Nature of the Course: Compulsory (Management)

Full Marks: 100

Pass Marks: 35

Course Objective

The primary objective of this course is to give the students a comprehensive understanding of business law and its practices in Nepal.

1. INTRODUCTION

LH 10

• Nature of law • Types and sources of law • Concept and importance of business law • Source of business law

2. CONTRACT

LH 45

• Meaning, nature and essentials of a valid contract • Rules regarding offer and acceptance • Consideration: meaning and rules regarding consideration • Contractual capacity, rules regarding minor's agreement, person of unsound mind and disqualified persons • Free consent: meaning and importance of free consent, void and violable agreements, (coercion, undue influence, misrepresentation, fraud and mistake) • Legality of object: meaning and importance of lawful object, effect of unlawful agreements • Contingent contract: Meaning and rules regarding contingent contract • Performance of contract: Importance of performance of contract, rules, regarding performance of contract: Rules of assignment of contract • Termination of contract: Modes of termination and discharge of contract • Remedies for breach of contract • Major provision of Nepal Contract Act

3. BAILMENT

LH 16

• Meaning of bailment • Rights and duties of Bailment and Bailee • Finder of lost goods (rights and duties of finder of lost goods) • Meaning of Pledge or Pawn • Distinction between Bailment and Pledge • Rights and duties of Pawner and Pawnee • Pledge by non-owner

4. AGENCY

LH 12

• Meaning and nature of agency • Modes of creating agency • Rights and duties of agent • Right and duties of principal • Delegation of authority • Sub-agent and substituted agent • Termination of agency • Procedure of registration and effect of non-registration of agency in Nepal

5. INDEMNITY AND GUARANTEE

LH 12

• Meaning of contract of indemnity • Rights and duties of indemnifier and indemnity holder • Meaning of contract of guarantee • Types of guarantee • Difference between indemnity and guarantee • Rights, duties and liabilities of surety • Discharge of surety from liability

6. SALE OF GOODS

LH 16

• Meaning, feature of sale of goods • Types of goods • Conditions and warranties • Transfer of ownership • Performance of contract of sale of goods • Unpaid seller

7. COMPANY INCORPORATION AND MANAGEMENT

LH 17

• Incorporation of a company • Legal importance and formalities of meetings, Minutes and resolutions of a company • Legal provisions regarding Board report: Appointment of auditor, removal of an auditor, Rights and power of an auditor • Dissolution of company: Modes of winding up

8. ARBITRATION

LH 12

• Meaning and importance of arbitration • Who can refer disputes to arbitration? What may be referred to arbitration? • Power and duties of arbitrator • Revocation of arbitrator's authority • The award • The provisions relating to "Madhyastata Ain" in Nepal

9. LAW OF CARRIAGE

LH 10

• Meaning and importance of law of carriage • Classification of carriers • Rights, duties and liabilities of common carriers • Contract of affreightment (charter part and bill of lading) • Air way bill, other documents relating to carriage by air

BASIC BOOKS

- 1 Sen and Mitra, *Commercial Law and Industrial Law*. Calcutta: The World Press Pvt. Ltd.
- 2 Sukla, *A Manual of Mercantile Law*. Delhi: S. Chand and Company Ltd.

REFERENCES

- 1 Neupane, Madhav Prasad, *Banijya Kanoon*. Kathmandu: Ratna Pustak Bhandar.
- 2 Parajuli and Acharya, G.P., *Banijya Kanoon*. Kathmandu: Ratna Pustak Bhandar.
- 3 Shrestha, Ram Prasad, *Banijya Kanoon*. Mrs. Bijaya Shrestha, Lagankheli, Lalitpur.
- 4 Kuchhal M.C. *Mercantile Law*. Vikash Publishing House, Delhi 1998.
- 5 Tulsian P.C. *Business Law*. Tata McGraw Hill Delhi, 2001.
- 6 Salmondon Jurisprudence- Contract Act, 2056; Companies Act, 2053; Arbitration Act, 2055

Model Questions

Candidates are required to give their answers in their own words as far as practicable. The figure in the margin indicates full marks.

Group 'A' (Short Answer Questions) 80

Attempt any EIGHT questions.

1. Discuss how far agreements in restraint of trade are enforceable in Nepal. [10]
2. What do you mean by contingent contract? Point out the rules relating to contingent contract. [4+6]
3. What is meant by using on quantum meruit? Under what circumstances a claim on a quantum meruit arise? [4+6]
4. Define Pledge. What are the essentials of a Valid Pledge? [4+6]
5. What do you mean by Agency by Ratification? Discuss the essentials of Ratification. [4+6]
6. What is contract of guarantee? Briefly discuss the rights of surety against the creditor. [4+6]
7. Distinguish between "Sale and Agreement to sell". [10]
8. What do you understand by the winding up of a company? Under what circumstances will the court order a compulsory winding up of a company? [4+6]
9. Define the term Arbitration. Who may refer disputes to Arbitration? [5+5]
10. Define the term "Common Carrier." How do you distinguish between common carrier and private carriers? [5+5]

Group 'B' (Comprehensive Answer Questions) 20

Attempt any ONE question.

11. "The Law of Contract is not the whole law of agreement, nor it is the whole law of obligations" (Salmond). Discuss the statement explaining the essential elements of a valid contract. [10+10]
12. What do you mean by legal environment of business? Why a manager should know legal environment of business? Illustrate your answer with examples. [10+10]

1. INTRODUCTION

Short Answer Questions

1. 2055 Q.No.1
Define business law. Explain any three major sources of Nepalese business law. [4+6]
2. 2056 Q.No.1
Define legal environment. Why is the study of legal environment important for a business? [4+6]
3. 2057 Q.No.1
What is Business Law? Is there any clear-cut line of demarcation between business law and other branches of law? [5+5]
4. 2058 Q.No.1
Explain the nature and source of Nepalese Business Law. [5+5]
5. 2059 Q.No.1
Explain briefly the legal environment of Nepal. [10]
6. 2060 Q.No.1
State and explain the importance of legal environment for business. [10]
7. 2061 Q.No.1
Define business law. Explain the sources of Nepalese business law. [4+6]
8. 2062 Q.No.1
Give the concept of business law and explain its importance. [3+7]
9. 2063 Q.No.1
What is business law? Explain the sources of business law. [3+7]
10. 2066 Q.No.1
Give the concept of business law and explain its importance. [3+7]

2. CONTRACT

Short Answer Questions

1. 2055 Q.No.2
What is supervening impossibility? Illustrate and explain the cases, which do not come within the principle of supervening impossibility. [4+6]

2. 2056 Q.No.2

Can silence be fraudulent? What remedies are available to a party who has been induced to enter into an agreement by fraud? [4+6]

3. 2057 Q.No.2

Define consideration. Explain the exceptions to the rule "No consideration no contract." [4+6]

4. 2058 Q.No.2

Distinguish between void agreement and voidable contract. [10]

5. 2058 Q.No.3

Give the concept of Quasi contract and distinguish it with Contingent contract.[4+6]

6. 2058 Q.No.4

What is revocation of offer? On what ground does an offer is revoked. [5+5]

7. 2059 Q.No.4

What is wagering contract? How is it formed? [5+5]

8. 2059 Q.No.5

What is performance of contract? Discuss the provisions relating to the performance of contract. [4+6]

9. 2059 Q.No.9

Point out the meaning importance of lawful object in a law of contract. [5+5]

10. 2060 Q.No.5

Explain the concept of 'quasi contract' with suitable illustrations. [10]

11. 2060 Q.No.10

What are voidable agreements? Explain the legal effects of voidable agreements. [5+5]

12. 2061 Q.No.2

What is contingent contract? Explain the rules regarding contingent contract. [4+6]

13. 2062 Q.No.2

What is contingent contract? Explain the rules governing a contingent contract. [3+7]

14. 2063 Q.No. 2

Who is a finder of lost goods? Explain the rights and duties of the finder of the lost goods. [3+7]

15. 2063 Q.No. 10

What is free consent? What will be the effect of coercion on the formation of the contract? [3+7]

16. 2064 Q.No. 1

What is consideration? Explain the rules regarding consideration. [3+7]

17. 2064 Q.No. 2

Explain the rules related to a valid offer and acceptance under Nepal Contract Act. [10]

18. 2064 Q.No. 6

Explain the rules of assignment of contract. [10]

19. 2064 Q.No. 10

What is fraud? Describe the effect of fraud on the validity of a contract. [3+7]

20. 2065 Q.No. 1

What is free consent? Explain the importance of free consent in the formation of a valid contract. [3+7]

21. 2065 Q.No. 3

What remedies are available to an injured party in case of breach of contract? Explain. [10]

22. 2066 Q.No. 2

Explain the rules regarding contingent contract. [10]

Comprehensive Answer Questions**23. 2055 Q.No.11**

Distinguish between anticipatory breach and actual breach of contract. Also explain the remedies available to a party against the other on the breach of a contract. [8+12]

24. 2056 Q.No.11

When are the consideration and the object of an agreement treated unlawful? Explain and illustrate. [20]