

Strategic Management and Business Environment

New Syllabus

Course Title: Strategic Management and Business Environment

Course No.: MGT 505

Nature of the course: Core

Duration of the course: 100 lecture hrs.

Duration of the class: 60 minutes

Full Marks: 100

Pass Marks: 40

Course Objectives

The basic objective of this course is to familiarize the students with the fundamentals of strategic management and how the knowledge of this integrated course will enhance the competitiveness and competitive advantage of Nepalese organizations. More specifically, the students become more aware of the opportunities around their personal and organizational life and learn how to integrate their resources and competencies to relate to these opportunities and to mitigate impending threats. The course also aims to provide the students with broad perspective of business environment in Nepal, Asia, and the world.

Course Description

This is a core course dealing in strategic management that includes components of strategic management, external environment analysis, internal environment analysis, strategic options, strategy evaluation and choice, and strategy implementation. This course also deals on the concepts of business environment, social responsibility of business, and an overview of the Nepalese, Asian, and global business environment.

Course Contents

Group A— Strategic Management

Unit 1: Introduction to Strategic Management LH 10

Evolution of strategic management. Characteristics of strategic decisions. Minzberg's modes of strategic decision-making. Components of strategic management: strategic planning, strategy implementation and strategic control. Importance of strategic management in Nepal. Strategic plan: mission, objectives, strategies. Levels of objectives and strategies Role of chief executive officer (CEO) in strategic management.

Unit 2: External Environment Analysis LH 8

Nature of environment Remote and operating environment. Process of environment scanning Techniques of environment analysis PESTEL analysis (political, economic, social-cultural, technological, environmental, and legal analysis) Scenario planning, Porter's five forces model, Environment threat and opportunity profile (ETOP)

Unit 3: Internal Environment Analysis LH 8

Corporate resources analysis for strengths and weaknesses: marketing, human resource, production/operation, finance and accounting. Process of corporate appraisal: Concept of available resources, threshold resources, unique resources, core competencies, and strategic advantage. Techniques of internal analysis: value chain analysis (cost efficiency, product features); comparative analysis: historical comparison, industry standards, benchmarking robustness; strategic advantage profile (SAP).

Unit 4: Strategic Options LH 10

Generating alternative strategies using SWOT analysis (strengths, weaknesses, opportunities, threats). Corporate strategies; stability, growth (related and unrelated diversification), retrenchment. Business strategies: Porter's competitive strategy: strategy clock (low price, differentiation, hybrid, focused differentiation, and failure strategies). Sustaining competitive, advantage. Cooperative and collaborative strategies. Directions for strategy development: consolidation, market penetration, product development, market development and diversification. Methods of strategy development: internal development, mergers and acquisitions, joint. development, and strategic alliance

Unit 5: Strategy Evaluation and Choice LH 6

Evaluation criteria: suitability, acceptability (return, risk and Stakeholder reaction) and; feasibility. Portfolio analysis for strategic choice; BCG growth-share matrix GE business screen, Hofer's product market evolution matrix. Choice of functional strategy. and Policies

Unit 6: Strategy Implementation and Control LH 8

Process of strategy implementation. Operationalizing the strategy: Annual objectives, functional strategies, concise business policies, development of programs, budgets, and procedures. Organization structures for strategy implementation: simple, functional, multi-divisional, SBU, holding company, project based, matrix, team-based, network/virtual structure and structure for multinational companies. Centralization vs. devolution. Boundaries. Configuration. Managing strategic change: diagnosing the change situation, change management, levels for managing strategic change. Strategic control: evaluation and control, measuring performance, appropriate measures. Types of control.

Group B— Business Environment**Unit 1: Introduction LH 5**

Concept and characteristics of business environment, Importance of business environment, components of internal and external environment

Unit 2: Social Responsibility of Business LH 5

Concept, strategy and approaches of social responsibility, corporate accountability, social audit: concept, features, and models. Sustainable enterprises, consumerism.

Unit 3: Nepalese Business Environment LH 20

Political-Legal Environment: Political system (constitution, political parties, political institutions, legislative, executive and judiciary), Government-business relations.

Concept of business legislation, classification of business legislation in Nepal. General business legislation, Labour related legislation, Consumer protection legislation, Finance and investment related legislation.

Economic Environment: Components of economic environment: Economic system, economic policies, structure of the economy (agriculture, industry and service sectors), economic reforms.

Socio-cultural Environment: Components of socio-cultural environment (demographic, religion, language, education, attitudes and beliefs) Basic social structure (family, reference groups, social class) Impact of socio-cultural values on business.

Technological Environment: Concept, level of technology, technology transfer, status of technology in Nepalese industrial sector, science and technology policy, information technology in Nepal.

Unit 4: Asian Business Environment LH 10

Structure, growth, market size, and market potential of SAARC countries, SAFTA; its impact in the South Asian Regional Trade and Joint ventures, BIMSTEC: Roles, objectives and functions. The economic dynamics of India and China and impact on Nepal's business sector.

Unit 5: Global Business Environment LH 10

Nature of globalization, forms of globalization, impact of globalization; multinational companies: roles of multinational companies, problems associated with multinational companies; Foreign Direct Investment: Contribution of foreign direct investment in Nepalese economy, current scenario of foreign direct investment and reasons for poor inflow of foreign direct investment in Nepal. World Trade Organization: Principles and functions, impact of WTO on Nepalese Economy.

Basic References

- Jauch, L., Gupta, R. and Glueck, W. (2004). **Business Policy and Strategic Management**. New Delhi: Frank Bros. and Co. Ltd.
- Johansson, G. and Kevan, S. (2005). **Exploring Corporate Strategy: Text and Cases** (6th edition). New Delhi: Pearson Education Limited
- Pearce, J.A. and Robinson, R.B. (2003). **Strategic Management Strategy Formulation and Implementation** (3rd edition). New Delhi: AITBS.
- Wheelen, T.L. and Hunger, J.D. (2004). **Strategic Management and Business Policy** (9th edition). New Delhi: Pearson Education.

Supplementary Readings

- Agarwal G.R. (2007). **Dynamics of Business Environment in Nepal**. Kathmandu: M.K. Publishers and Distributors.
- Aswathappa, K. (2000). **Business Environment for Strategic Management**. New Delhi: Himalayan Publishing House.
- Kazmi, A. (2002). **Business Policy and Strategic Management**. New Delhi: Tata McGraw Hill.
- Pant, P.R. (2007). **Business Environment in Nepal** (5th edition). Kathmandu: Buddha Academic Publishers, and Distributors Pvt. Ltd.
- Shrestha, M. and Gautam, D. (2005). **Essence of Nepalese Business Environment**. Kathmandu: Asmita Publication.
- Thompson, A.A. and Stickland, A.J. (2003). **Strategic Management**. New Delhi: Tata McGraw Hill.

New Model Questions

Time: 4 hours

Full Marks: 100

Note: Model questions are simply the model and do not guide the setter(s) to ask the questions as per the units used in the model. Set questions however should meet the requirements of course coverage and the assigned lecture hours.

Candidates are required to give their answers in their words as far as practicable.

Group A: [Strategic Management]

Short Answer Questions

Attempt any THREE questions.

(3 × 10 = 30)

1. Explain the components of strategic management. Justify why strategic management is particularly significant for the Nepalese business organizations keeping in mind Nepal's membership of WTO.
2. What is competitive environment? When is competitive rivalry severe as per the Porter's five forces model of competitive analysis?
3. Differentiate between corporate resource and competencies. What is the implication of value chain analysis in the context of optimum use of resources?
4. What is strategic clock? Describe the alternative business strategies and their implications as per the strategic clock.
5. What is portfolio analysis in the context of strategic management? Why GEC's matrix is preferred over BCG matrix?

Comprehensive Answer Questions

Attempt any ONE questions.

(1 × 20 = 20)

6. How are strategy implementations and change management related? What are the symptoms of change needs in an organization? Explain the barriers of change and the tactics of strategic change management in an organization.
7. How does SWOT analysis help in generating alternative strategies? Explain the direction and method of strategy development and the situations in which they can be adopted?

Group B: [Business Environment]

Short Answer Questions

Attempt any THREE questions.

(3 × 10 = 30)

8. What is social audit? Explain the different models of social audit.
9. What type of relationship does exist between government and business organizations in the Nepalese context? Evaluate the relationship from business point of view.
10. What kind of technology is suitable for the Nepalese business organizations? Justify your answer with reasons.
11. What are the problems and prospects of MNCs in the Nepalese context? Are you in support or against MNCs in Nepal? Justify.
12. How do social variables life reference groups, education, attitudes and beliefs affect business practices? Elaborate with examples.

Comprehensive Answer Questions

Attempt any ONE questions.

(1 × 20 = 20)

13. "Business organizations are found to have been more engaged in external environment analysis rather than in internal environment analysis." In the light of the above statement, what is your opinion regarding analyzing external and internal environment. Justify with reasonable logics.
14. What are the challenges and opportunities that Nepal and Nepalese business organizations have to encounter due to Nepal's membership of WTO? What are your suggestions to ride out the problems?

Part A: Strategic Management

1. INTRODUCTION TO STRATEGIC MANAGEMENT

SHORT ANSWER QUESTIONS

1. 2071 Q.No. 1
What is strategic decision? Explain the various modes of strategic decision-making. [3+7]
2. 2070 Q.No. 1
What are the components of strategic planning? Explain the role of CEO in strategic planning. [10]
3. 2070 Old Q.No. 1
Explain the hierarchies of strategies and objectives. [8]
4. 2069 Q. No. 1
Describe Mintzberg model of strategic decision making. [10]
5. 2069 Q. No. 2
Define strategic management. Explain the importance of strategic management in Nepal. [10]
6. 2068 Q.No. 1
Explain the significance of strategic management in Nepal. [10]
7. 2067 Q.No. 1
Describe strategic management. Explain the significance of strategic management in competitive environment. [10]
8. 2067 Q.No. 2
What is strategy? Explain the directions for strategic development. [10]
9. 2067 Q.No. 1 (Old)
What is strategic management? Describe the elements and process of strategic management. [8]
10. 2066 Q.No. 1
Describe the role of CEO in strategy formulation and implementation. [8]
11. 2065 Q.No. 1
Define strategic management. Explain. Why is strategic management important? [8]
12. 2064 Q.No. 1
What are the characteristics of strategic decision? Explain the importance of strategic decision. [8]
13. 2063 Q.No. 1
Discuss the role of chief executives in strategy formulation. [8]
14. 2061 Q.No. 1
Define strategic management. What is the importance of strategic management in liberalized economy like Nepal? [8]
15. 2059 Q.No. 1
Define strategic management. What is importance of strategic management? [8]

2. EXTERNAL ENVIRONMENT ANALYSIS

SHORT ANSWER QUESTIONS

1. 2071 Q.No. 2
Explain the components of remote and operating environment. How do you analyze external environment? [5+5]
2. 2070 Q.No. 2
Describe the Porter's five forces model as an effective tool of competitive analysis. [10]
3. 2070 Old Q.No. 2
How is competitive position of an organization identified? What indicators are used for such identification process? [8]

4. 2069 Q. No. 4

What is environment threat and opportunity profile (ETOP)? Prepare ETOP for a business enterprise. [10]

5. 2068 Q.No. 2

What is scenario planning? Describe the stages in scenario planning. [10]

6. 2067 Q.No. 3

What is external environment? Describe the relevance of Porter's five forces model in identifying the competitive position of a business firm. [10]

7. 2067 Q.No. 3 (Old)

Explain ETOP as a diagnostic tool of external environment analysis. How ETOP and SWOT analysis are related? [8]

8. 2065 Q.No. 2

Explain how environmental analysis help in determining an organization's opportunities and threats? [8]

9. 2062 Q.No. 1

What is environment threat and opportunity profile? How is it prepared? [8]

10. 2061 Q.No. 2

What is scenario planning? How can scenario planning help managers predict the future? [8]

11. 2059 Q.No. 2

What is environment scanning? Describe the importance of SWOT analysis. [8]

12. 2058 Q.No. 2

What is environment scanning? Briefly examine how environment scanning does help in determining the opportunities and threats. [8]

COMPREHENSIVE ANSWER QUESTIONS**13. 2070 Old Q.No. 7**

What steps are generally followed in formulating strategies in competitive environment? Discuss the role of portfolio analysis in strategy formulation. [16]

14. 2063 Q.No. 6

What mechanisms should be used for auditing environmental influences? To what extent PEST analysis can aid in environment auditing? Discuss the role of environment auditing for formulating efficient strategies? [16]

3. INTERNAL ENVIRONMENT ANALYSIS**SHORT ANSWER QUESTIONS****1. 2071 Q.No. 3**

Write short notes on benchmarking, robustness, and value chain analysis. [10]

2. 2070 Q.No. 3

Explain the process of corporate appraisal and value chain analysis as a technique of internal analysis. [10]

3. 2069 Q. No. 3

How can value chain analysis be used to develop resource profile and competitive strengths of a business firm? [10]

4. 2068 Q.No. 3

Define corporate resource analysis. How can value chain analysis help in corporate resource analysis? [10]

5. 2067 Q.No. 4

Define strategic advantage. Describe the techniques of internal analysis. [10]

6. 2067 Q.No. 2 (Old)

Explain the different methods of identifying organization's competitive position. [8]

7. 2065 Q.No. 3

What is value chain analysis? How can this tool be used in measuring strengths and weaknesses of an enterprise? [8]

8. 2062 Q.No. 2

How can value chain analysis be used to develop a resource profile and competitive strength of an enterprise? [8]

9. 2060 Q.No. 3

What are the sources of competitive advantage? How are core competencies analyzed? [8]

10. 2058 Q.No. 3

Briefly examine how resource audit and value chain analysis help in assessing the strategic advantage of an enterprise. [8]

COMPREHENSIVE ANSWER QUESTIONS**11. 2070 Old Q.No. 6**

What is value - chain analysis? In what ways, do value - chain analysis aid in the strategic management process? Discuss the components and processes of value - chain analysis with examples. [16]

4. STRATEGIC OPTIONS**SHORT ANSWER QUESTIONS****1. 2071 Q.No. 4**

Explain the various methods of strategy development? Explain. [10]

2. 2070 Q.No. 4

Explain the method of strategy development. Highlight the significance of strategy for the modern business enterprises. [10]

3. 2070 Q.No. 5

How could SWOT analysis be used to generate the strategies? Explain the generic strategies. [10]

4. 2070 Old Q.No. 3

Discuss the roles and limitations of merger and acquisition strategies in a highly competitive environment. [8]

5. 2069 Q. No. 5

Describe the Porter's competitive strategy. [10]

6. 2067 Q.No. 4 (Old)

How can generic strategies be operationalized and sustained? Explain. [8]

7. 2066 Q.No. 3

Develop the criteria for evaluating strategic alternatives. [8]

8. 2066 Q.No. 4

What is scenario analysis? How can scenario analysis be used in strategy formulation? Explain. [8]

9. 2065 Q.No. 4

Explain the methods of strategic development. [8]

10. 2064 Q.No. 3

What is SWOT analysis? Explain its uses in strategic analysis. [8]

11. 2064 Q.No. 4

What are the major directions available for strategic development? [8]

12. 2063 Q.No. 3

What are strategic alliances? Give reasons for the growth of such alliances in the modern day world. [8]

13. 2061 Q.No. 3

Explain SWOT analysis. How SWOT analysis helps an organization to position itself strategically? [8]

14. 2059 Q.No. 3

Define 'market-based generic strategy'. Explain the methods of strategy development. [8]

15. 2058 Q.No. 4

What is generic strategy? Explain the methods of strategy development. [8]

COMPREHENSIVE ANSWER QUESTIONS:**16. 2068 Q.No. 7**

What are the directions and methods of strategy development? Also discuss the strategic clock and different business strategies associated with it. [20]

17. 2067 Q.No. 7 (Old)

Discuss the directions and methods of strategy development and also explain the market based generic strategies. [16]

18. 2066 Q.No. 6

Discuss the major strategic options available to typical organizations of the twenty first century. Which strategic options are suitable in what type of situations? Explain with illustrations. [16]

19. 2062 Q.No. 7

What is meant by market based generic strategic? How are strategic strategies operationalised? In what categories such generic strategies operationalised? In what categories such genetic strategic can be classified? Explain with illustration. [16]

5. STRATEGY EVALUATION AND CHOICE**SHORT ANSWER QUESTIONS****1. 2071 Q.No. 5**

What is strategy evaluation? Explain the criteria of strategy evaluation. [3+7]

2. 2068 Q.No. 4

Compare and contrast BCG and GE matrix of strategic choice. [10]

3. 2068 Q.No. 5

What are the qualitative criteria of strategy evaluation? Explain. [10]

4. 2066 Q.No. 5

Describe BCG matrix in the context of portfolio analysis. [8]

5. 2063 Q.No. 4

List out the major screening options for strategy formulation indicating their comparative role and use. [8]

6. 2062 Q.No. 3

In what ways General Electric's business screen is superior to BCG matrix? How far are these tools useful in strategy formulation? [8]

7. 2059 Q.No. 4

What is portfolio analysis? Explain the criteria for the evaluation of strategic alternative. [8]

COMPREHENSIVE ANSWER QUESTIONS:**8. 2071 Q.No. 7**

What are the alternative business strategies available to the business unit manager? Explain the strategic clock based business strategies. [10+10]

9. 2070 Q.No. 7

What is portfolio analysis for strategic choice? Critically examine Hofer's product-market evaluation matrix in the process of strategy selection.

10. 2069 Q. No. 7

Describe the concept of BCG matrix. Examine the contributions and limitations of BCG matrix. [20]

11. 2067 Q.No. 7

Explain the criteria for evaluating strategic alternatives for a business enterprise. [20]

12. 2065 Q.No. 6

How are strategic alternatives evaluated? What process would you suggest while formulating strategy? [16]

13. 2064 Q.No. 6

What is portfolio analysis? How portfolio analysis can be used in the strategy formulation process? [16]

14. 2062 Q.No. 6

Strategies management is a critical element for the success of any enterprise in the present day globalising world. How far do you agree with the statement? Discuss with illustration indicating the importance of strategic management particularly from the perspective of Nepalese enterprises. [16]

15. 2061 Q.No. 6

Discuss the process of strategy formulation and explain the criteria of evaluating strategic alternatives. [16]

16. 2061 Q.No. 7

Explain the concept of portfolio analysis. How are alternative strategies identified and evaluated with the help of portfolio analysis? Discuss. [16]

17. 2060 Q.No. 6

Strategy formulation involves managers in analyzing an organization's current situation and then developing strategies to accomplish its mission and goals. Give an overall view of the process of strategy formulation and explain the techniques of evaluating strategic alternatives. [16]

18. 2060 Q.No. 7

Explain the concept of BCG matrix. What are the major contributions of this matrix in corporate strategic choice and also discuss the limitations of this matrix. [16]

19. 2058 Q.No. 7

Describe the portfolio analysis? How does portfolio analysis can be useful in the process of strategy formulation? [16]

6. STRATEGY IMPLEMENTATION AND CONTROL

SHORT ANSWER QUESTIONS

1. 2070 Old Q.No. 5

How far leadership acts as a change agency? Do you consider that leadership is instrumental in bringing change? Explain with arguments. [8]

2. 2067 Q.No. 5

Explain the process of strategic implementation. [10]

3. 2067 Q.No. 5 (Old)

What is strategic change? Describe the process of strategic change. [8]

4. 2065 Q.No. 5

As a manager of an organization, how would you diagnose strategic change needs? [8]

5. 2064 Q.No. 5

Explain the approaches that should be taken into consideration while managing strategic change. [8]

6. 2063 Q.No. 5

In the present perspective of fast changing environment, how should the strategic change process be managed? [8]

7. 2062 Q.No. 4

What is the role of a sound organization structure for effective implementation of strategies? Explain. [8]

8. 2062 Q.No. 5

Layout a process for diagnosing strategic change needs in a complex business environment. [8]

9. 2061 Q.No. 4

What are the key challenges in strategic implementation? What barriers may exist in strategic implementation? [8]

10. 2061 Q.No. 5

Explain the process of strategic change. What are the problems encountered in the process of managing strategic change? [8]

11. 2060 Q.No. 4

Explain the process of strategy implementation. [8]

12. 2060 Q.No. 5

What are the methods of diagnosing strategic change needs? [8]

13. 2059 Q.No. 5

Explain the concept of strategic change. What process can be followed to manage strategic change? [8]

14. 2058 Q.No. 5

Explain the process of strategic change. What mechanism can be used to diagnose the needs for strategic change? [8]

COMPREHENSIVE ANSWER QUESTIONS**15. 2071 Q.No. 6**

In strategy implementation, what organization structure will you select? What are the alternative organization structures available for the selected strategy? Explain. [10+10]

16. 2070 Q.No. 6

What are the components in operationalizing the strategy? Explain the process of strategic change. [20]

17. 2069 Q. No. 6

Change is an inevitable phenomenon and success is ensured only when it is effectively managed. Justify the statement by explaining the levels of managing strategic change. [20]

18. 2068 Q.No. 6

What is the process of strategy implementation? Discuss the different types of strategic control along with their relative significance. [20]

19. 2067 Q.No. 6

The effectiveness of strategic management depends not only on sound planning but also on effective control. In the light of this statement, examine the importance of different types of control and also explain the measures of performance evaluation. [20]

20. 2067 Q.No. 6 (Old)

"Strategy implementation is matching strategy with structure, leadership, resource, organizational design, and organizational configuration." In the light of the above statement discuss the important components of strategy implementation. [16]

21. 2066 Q.No. 7

What is strategic change? How change needs can be diagnosed? What difficulties are encountered while managing change? Explain with illustrations. [16]

22. 2065 Q.No. 7

Why is it necessary to prepare resource plans? What structure would you prefer while implementing strategy? [16]

23. 2064 Q.No. 7

What is the process of strategy implementation? Which structure is most appropriate for successful strategy implementation? [16]

24. 2063 Q.No. 7

Sketch out a suitable process for implementing strategies for a Nepalese business enterprise. How is resources planning done for implementing strategies? Critically examine the process of resource planning in Nepal. [16]

25. 2059 Q.No. 6

How do functional strategies differ from corporate strategies? What functional do functional strategies serve? Examine the role of objectives, functional strategies, and policies in strategy implementation. Illustrate your answer. [16]

26. 2059 Q.No. 7

Define strategic and operational controls. Examine the importance of such controls in steering the business towards strategic success. What are the key considerations in monitoring deviations from performance standards? [16]

27. 2058 Q.No. 6

Examine the process of strategy implementation. What is the role of resource planning in strategy implementation? Which structure is most appropriate (or successful strategy implementation)? [16]

Part B: Business Environment

1. INTRODUCTION

SHORT ANSWER QUESTIONS

1. 2071 Q.No. 8

Why is the study of business environment essential? Explain the components of external business environment. [5+5]

2. 2070 Old Q.No. 8

Present a relationship between business and society and specify the status of such relationships in present day Nepal. [8]

3. 2068 Q.No. 9

Define external business environment. Explain the social environment that affects the operation of business organization. [10]

4. 2067 Q.No. 8

What is business environment? Why is the understanding of business environment necessary for managers? [10]

5. 2067 Q.No. 8 (Old)

What are the components of economic and technological environment that affect significantly the Nepalese business organizations? [8]

6. 2065 Q.No. 8

Why is it necessary to study business environment? [8]

7. 2064 Q.No. 8

Explain the components of business environment. Give some examples of the political risk factors encountered by Nepalese business. [8]

8. 2061 Q.No. 8

Define business environment. Why it is important for managers to understand environmental forces? [8]

9. 2060 Q.No. 8

What is business environment? State the different components of the operating environment of a business organization. [8]

10. 2059 Q.No. 8

What is business environment? What are the components of business environment? [8]

COMPREHENSIVE ANSWER QUESTIONS

11. 2069 Q. No. 14

Assess the prevailing business environment in Nepal. Discuss the opportunities and threats provided by such environment. [20]

12. 2062 Q.No. 13

Give an overall picture of the prevailing business environment in Nepal elucidating the opportunities and threats these environments provide. How do you think that the present environment can be improved? [16]

2. SOCIAL RESPONSIBILITY OF BUSINESS**SHORT ANSWER QUESTIONS****1. 2071 Q.No. 9**

What is corporate social responsibility? Explain the strategy of social responsibility. [3+7]

2. 2070 Q.No. 9

Define consumerism. How do you relate consumerism with sustainable enterprises? [10]

3. 2069 Q. No. 9

Give the concept of social audit and explain the models of social audit. [10]

4. 2068 Q.No. 8

What is corporate social responsibility (CSR) of business? How is it related to the issue of corporate accountability? [10]

5. 2068 Q.No. 10

What relationship does exist between government and business organizations in the Nepalese context? [10]

6. 2067 Q.No. 9

What is corporate accountability? Describe the status of corporate accountability in Nepal. [10]

7. 2067 Q.No. 12

Explain the concept of social audit. Discuss the models of social audit. [10]

8. 2067 Q.No. 9 (Old)

What is social responsibility of business? How is it related to the issue of consumerism? [8]

9. 2066 Q.No. 8

What is corporate accountability? How can it be ensures? [8]

10. 2065 Q.No. 9

What is social audit? Explain the features and models of social audit [8]

11. 2064 Q.No. 9

Explain the inter-relationship between government and business. Give some examples of state regulations enacted to facilitate business. [8]

12. 2063 Q.No. 8

What is corporate accountability? Give a status of corporate accountability in Nepal? [8]

13. 2062 Q.No. 8

What is social audit? What models are generally used for conducting social audit? [8]

14. 2061 Q.No. 10

State the methods of social audit. What are the regulatory efforts made in Nepal to protect the natural environment? [8]

15. 2060 Q.No. 10

Define social responsibility of business. What are the different approaches to social responsibility? [8]

16. 2059 Q.No. 9

Define social responsibility of business. Explain the nature of business government relations in Nepal. [8]

17. 2058 Q.No. 8

What is social environment of business? Explain the social responsibilities of business. [8]

3. NEPALESE BUSINESS ENVIRONMENT

POLITICAL ENVIRONMENT

SHORT ANSWER QUESTIONS

1. 2070 Q.No. 10

What is the purpose of business legalization? Explain the labour related legislation in the Nepalese context. [10]

2. 2069 Q. No. 10

Why are business and politics interrelated? Explain the role that the government should play to foster the business sector. [10]

3. 2061 Q.No. 9

What are the components of political environment? Explain the nature business government relations in Nepal. [8]

4. 2058 Q.No. 12

Why are business and politics closely connected? What are the major problems of Nepal's trade and transit? [8]

COMPREHENSIVE ANSWER QUESTIONS

5. 2071 Q.No. 13

Discuss the components of political environment that affect business organizations. Explain how government and business are related to one another. [10+10]

LEGAL ENVIRONMENT

1. 2069 Q. No. 12

Highlight on the existing legal provisions for the protection of consumers in Nepal. [10]

2. 2062 Q.No. 9

Provide a scenario of legal environment for business in Nepal. [8]

3. 2059 Q.No. 11

Examine the existing laws and regulation in Nepal enacted for the protection of consumers and environment. [8]

ECONOMIC ENVIRONMENT

SHORT ANSWER QUESTIONS

1. 2070 Q.No. 8

What are the components of political and economic environment that affect significantly the Nepalese business organizations? [10]

2. 2070 Old Q.No. 9

Write down the major challenges of manufacturing sector in Nepal. [8]

3. 2069 Q. No. 8

How do the different components of economic environment affect the operations of the business? Explain. [10]

4. 2068 Q.No. 11

Highlight on the economic structure of Nepal and also point out its problems, and prospects. [10]

5. 2067 Q.No. 10

Define economic environment. Examine the economic reforms initiated in Nepal. [10]

6. 2066 Q.No. 9

Describe the limitations of public sector manufacturing enterprises. How these limitations can be overcome? [8]

7. 2066 Q.No. 12

Assess the status of infrastructure for tourism development in Nepal. To what extent has it helped in the process of national development? [8]

8. 2064 Q.No. 10

What is the position of public sector manufacturing enterprises in Nepal? Is the existing government policy suitable to improve this sector? [8]

9. 2062 Q.No. 12

List the major problems associated with public sector manufacturing enterprises. [8]

10. 2060 Q.No. 9

Explain the different dimension of national economy. What is the significance of agricultural sector for business and industry? [8]

COMPREHENSIVE ANSWER QUESTIONS**11. 2069 Q. No. 13**

Discuss the strengths and weaknesses of trade policies of Nepal. [20]

12. 2067 Q.No. 14

Explain the structure of Nepal's foreign trade. Also discuss the major problems faced by Nepal's trade and transit practices. [20]

13. 2066 Q.No. 13

Critically examine the industrial development in Nepal. To what extent the existing policies are suitable for promoting industrial development in Nepal? Discuss. [16]

14. 2065 Q.No. 13

Explain the contributions of Nepalese tourism industry to national economy. What are the major problems of tourism industry? What measures are taken by the government to overcome such problems? [16]

15. 2065 Q.No. 14

Explain the present situation of Nepalese import substituting industries. Give your assessment of the economic policies and reforms that have been adopted by the government to promote this sector. [16]

16. 2063 Q.No. 13

Sketch out the prevailing economic environment in Nepal providing basic indicators and potential scenarios. How far the present economic environment is conducive for Nepalese business? Discuss. [16]

17. 2063 Q.No. 14

Examine the trade policies of Nepal and deduce impacts on Nepal's trade performance, indicating the strengths and weaknesses of the prevailing policy environment. [16]

18. 2062 Q.No. 14

What are the major characteristics of the industrial sector in Nepal? What challenges are faced by Nepalese industries at present? Examine critically. [16]

19. 2061 Q.No. 13

Give an account of Nepal's public sector manufacturing enterprises and discuss the impacts of privatization policy in the public sector enterprises. [16]

20. 2059 Q.No. 13

What are the major export industries of Nepal? What economic policies and reforms have been initiated by the government to facilitate and promote these industries? Explain the major problems faced by these industries. [16]

21. 2058 Q.No. 13

Identify an industry in Nepal that has enjoyed great growth in recent years. To what degree and in what ways do you think this industry's success resulted from taking advantage of favourable conditions in its external environment? Explain the major constraints and problems facing this industry, if any. [16]

SOCIO-CULTURAL ENVIRONMENT**SHORT ANSWER QUESTIONS****1. 2070 Q.No. 11**

Explain the components of basic social structure in Nepal? Assess the impact of socio-cultural values on Nepalese business organizations. [10]

COMPREHENSIVE ANSWER QUESTIONS**2. 2070 Old Q.No. 13**

Sketch out the prevailing socio-cultural environment in Nepal giving basic indicators and trends. In what direction is the socio-cultural environment moving in Nepal? Explain with examples and draw business implications thereof. [16]

TECHNOLOGICAL ENVIRONMENT**1. 2071 Q.No. 10**

What is technology transfer? What is the status of technology in Nepalese industrial sector? [3+7]

2. 2070 Q.No. 12

What are the different levels of technology? Explain the status of technology in Nepal. [10]

3. 2068 Q.No. 12

What is technological environment? Explain the status of information technology in Nepal. [10]

4. 2067 Q.No. 10 (Old)

What is the present status of technology in the Nepalese industry? Explain the problems of managing technology.

5. 2065 Q.No. 10

What are the salient features of technology policy in Nepal? What is the current status of technology in Nepalese industries? [8]

6. 2063 Q.No. 10

Present the status of technological environment in Nepal. How far do you think the status is suitable for the growth and development of Nepalese industrial sector? [8]

7. 2059 Q.No. 12

How can technology affect business? Describe the current status of information technology in Nepal. [8]

8. 2058 Q.No. 11

Define technology. Briefly describe the important recent changes in the technological environment of Nepalese business and industry. [8]

4. ASIAN BUSINESS ENVIRONMENT**SHORT ANSWER QUESTIONS****1. 2071 Q.No. 11**

Describe BIMSTEC and its role in the regional economic cooperation. [5+5]

2. 2070 Old Q.No. 10

What are the transit issues affecting Nepal's trade? How are economic associations and affiliations like SAPTA, SAFTA and WTO are expected to assist in overcoming transit problems of Nepal? [8]

3. 2069 Q. No. 11

Explain the objectives and functions of BIMSTEC. [10]

4. 2067 Q.No. 11

What is SAFTA? What would be the impact of SAFTA on Nepal's economy? [10]

5. 2067 Q.No. 11 (Old)

What is the possible impact of SAFTA on Nepalese business? [8]

6. 2065 Q.No. 11

What is SAFTA? Explain its impact on the South Asia Regional trade. [8]

7. 2064 Q.No. 11

What are the opportunities available to Nepalese business sector from neighboring countries India and China? [8]

8. 2063 Q.No. 11

What is the role of SAARC for generating economic prosperity in the South Asian region? In what ways SAARC can contribute for the development of Nepal? [8]

9. 2062 Q.No. 10

What are the distinctions between SAPTA and SAFTA? What constraints and opportunities, do you envisage with the promulgation and full-scale implementations of SAFTA? [8]

10. 2061 Q.No. 10

Explain Nepal's economic relation with China and India. What impact do these relations have on Nepal's industrial sector? [8]

11. 2060 Q.No. 12

Explain the market potential of SAARC countries. What would be the impact of SAFTA on Nepal's economy? [8]

12. 2059 Q.No. 10

How do you assess the influence of economic dynamics of India and China on the Nepalese business environment? [8]

COMPREHENSIVE ANSWER QUESTIONS**13. 2070 Q.No. 14**

How SAARC and SAFTA are related? Compare SAFTA and BIMSTEC in terms of their objectives, functions and roles in the Nepalese economy. [20]

14. 2068 Q.No. 14

Assess the market potential of SAARC countries and discuss its impact on Nepalese economy. [20]

15. 2067 Q.No. 13 (Old)

Discuss the structure of Nepal's foreign trade and also explain the problems of trade and transit. [16]

5. GLOBAL BUSINESS ENVIRONMENT**SHORT ANSWER QUESTIONS****1. 2071 Q.No. 12**

Explain the roles and problems of multinational companies in the global business. [5+5]

2. 2070 Old Q.No. 4

Are traditional organizational styles suitable for multinational companies? Discuss with suitable illustrations. [8]

3. 2070 Old Q.No. 11

Make a case for regional joint ventures for the speedy economic growth of Nepal. [8]

4. 2070 Old Q.No. 12

What is globalization? Provide indicators and examples proving that globalization is occurring at a fast pace and list any major impacts to small economies like Nepal. [8]

5. 2067 Q.No. 12 (Old)

What problems are faced by MNCs in Nepal? Explain the effect of international trade on domestic business. [8]

6. 2066 Q.No. 10

What are the prospects of promoting joint ventures in Nepal? What policy measures need to be taken for joint ventures? [8]

7. 2066 Q.No. 11

Identify and explain the prospects and challenges for Nepal in the perspective of its membership to World Trade Organization. [8]

8. 2065 Q.No. 12
Assess the effects of international environment on Nepalese business. [8]
9. 2064 Q.No. 12
Discuss the impact on Nepalese economy after Nepal's membership to WTO. [8]
10. 2063 Q.No. 12
What is World Trade Organization? What impacts are perceived for Nepal out of its membership? [8]
11. 2062 Q.No. 11
Present an argument in favour of and against multinational companies operating in Nepal. [8]
12. 2061 Q.No. 12
What is globalization? What in your opinion would be the impact of Nepal's membership of WTO on its economy? [8]
13. 2060 Q.No. 11
How does a more open global environment increase opportunities and threats to local business firms? [8]

COMPREHENSIVE ANSWER QUESTIONS

14. 2071 Q.No. 14
Explain the principles and function of WTO. Assess the impact of WTO on Nepalese economy. [10]
15. 2070 Q.No. 13
What are the implications of WTO membership to the concerned Nepalese stakeholders, particularly, domestic business, government, and customers? What steps should the stakeholders take to maximize its benefits and minimize threats? [20]
16. 2070 Old Q.No. 14
What are the major export-oriented industries of Nepal? Evaluate the export performances of such industries in recent times. What challenges these industries have had to face in recent times? Suggest measures to overcome them. [16]
17. 2068 Q.No. 13
What is foreign direct investment? Discuss the problems and prospects of FDI in Nepal. [20]
18. 2067 Q.No. 13
WTO is a global platform for its member countries to promote and develop their economy. In the context of the given statement assess Nepal's strengths and weaknesses to exploit the opportunities that WTO provides. [20]
19. 2067 Q.No. 14 (Old)
Discuss the impact of WTO membership on Nepal's economy. [16]
20. 2066 Q.No. 14
"Nepal incurs a huge trade imbalance. Imports have grown at very fast pace but exports have stagnated or declined." Assess the prospect of promoting international trade in the perspective of SAFTA and WTO. [16]
21. 2059 Q.No. 14
Examine the emerging trend of globalization. What are the effects of increasing globalization on Nepal's domestic business? Would Nepal's membership of WTO help in protecting its trade and industry? [16]
22. 2058 Q.No. 14
Global business is composed of international trade, direct foreign investment and multinational enterprises. Explain the emerging global economic trends in the context of these components and discuss the effects of these global developments on Nepalese business environment. [16]