



MID-WEST UNIVERSITY
SCHOOL OF MANAGEMENT (MUSOM)
(An Autonomous Institution)
MUSOM EXAMINATIONS SECTION
FINAL EXAMINATION-2024 (2081)
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
SEMESTER – III

Subject: Business and Society

Course Code: MGT433

Full Marks: 100

Time: 3 Hrs.

Exam Roll No.:

Section A: Multiple Choice Questions (1×15 = 15 Marks)

Time: 15 Minutes

Tick (✓) the correct answers

1. How can sociological knowledge contribute to the development of sustainable business practices?
 - a. It encourages short-term profit maximization.
 - b. It emphasizes the exploitation of natural resources.
 - c. It advocates for corporate social responsibility.
 - d. It disregards environmental concerns.
2. Which of the following best describes the relationship between material culture and non-material culture?
 - a. Material culture influences non-material culture, but not vice versa.
 - b. Non-material culture is independent of material culture.
 - c. Material culture and non-material culture are interdependent and influence each other.
 - d. Material culture and non-material culture are unrelated concepts.
3. According to William F. Ogburn, what is "Cultural Lag"?
 - a. The rapid adaptation of culture to technological advancements.
 - b. The alignment of cultural and technological change.
 - c. The delayed adjustment of culture to new social and technological conditions.
 - d. The stagnant state of cultural development.
4. Which of the following is a potential disadvantage of market-led development?
 - a. Limited economic growth and innovation.
 - b. Inequitable distribution of wealth and resources.
 - c. Excessive state intervention in the economy.
 - d. Strengthening of monopolies and oligopolies.
5. Which of the following best describes the role of NGOs/INGOs in development practice?
 - a. Secondary actors providing support to government-led initiatives.
 - b. Primary drivers of development initiatives and projects.
 - c. Observers and advisors with limited decision-making power.
 - d. Critics of government policies without active engagement.
6. In state-led development, the government typically _____.
 - a. reduces its involvement in economic planning
 - b. leaves the economy to be governed by market forces
 - c. takes an active role in economic planning and intervention
 - d. encourages private sector monopolies in key industries
7. What are the incentives offered to businesses operating in special economic zones?
 - a. Tax benefits and customs duty exemptions.
 - b. Access to free land and housing.
 - c. Unlimited access to water and electricity.
 - d. Subsidized transportation services.

8. The Sugauli Treaty in 1816 resulted in recruiting Nepali youth in which country's army annually?
- India
 - China
 - Britain
 - Tibet
9. Which of the following is a key characteristic of Fordism?
- Customized production for individual consumers.
 - Emphasis on artistic production.
 - Standardization and mass production techniques.
 - Decentralized decision-making and small-scale operations.
10. What is specialization?
- Focusing on a specific area of expertise or task.
 - Working on multiple tasks simultaneously.
 - Avoiding specialization and engaging in diverse tasks.
 - Allowing individuals to choose their work assignments.
11. What is the primary goal of a trade union?
- Lobbying for government policies.
 - Maximizing profits for workers.
 - Protecting and promoting workers' rights and interests.
 - Facilitating international trade agreements.
12. What is a social movement?
- A form of collective behavior without a specific goal.
 - A spontaneous protest against social norms.
 - A collective effort aiming for social, political, or cultural change.
 - An individual's response to an emotional situation.
13. The conflict perspective views collective behavior as a result of:
- Shared values and beliefs.
 - Structural inequalities and power struggles.
 - Emotional contagion.
 - Unplanned responses to crises.
14. What does collective behavior in consumer behavior refer to?
- The actions of individual consumers in isolation.
 - Spontaneous actions exhibited by consumers in response to a common issue.
 - The rigid decision-making process followed by consumers.
 - The formal rules and norms that govern consumer behavior.
15. Social entrepreneurship is a concept that:
- Focuses solely on financial profits.
 - Merges business principles with addressing social and environmental challenges.
 - Excludes innovation in problem-solving.
 - Promotes inequality and social injustice.



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You are required to answer in your own words as far as applicable. The figures in the margin indicate full marks.

Section – B: Short Answer Questions

(8 × 5 = 40 Marks)

Answer any eight questions:

1. What should be the major determinants of the development of the present world? Why? [3+2]
2. Discuss the principal characteristics of the modern capitalism. [5]
3. Discuss the advantages and disadvantages of state-led development practices. [2.5+2.5]
4. Describe the principles behind market-led development and how they influence the distribution of resources and wealth in an economy. [3+2]
5. Shed light on the administrative structure and the distribution of urban centers in Nepal. Where do you see the business prospectus in such distribution of urban centers? Justify your arguments. [3+2]
6. Elucidate the historical background of foreign employment from Nepal. [5]
7. What is understood by a decent work deficit? Why has it been a significant issue in the present capitalist economy? [3+2]
8. What system was introduced by Henry Ford in the 20th century for the sake of revolutionizing the manufacturing industry? Shed light on its principal principles. [1+4]
9. What is understood by social entrepreneurship? Why have the underdeveloped countries eagerly sought for social entrepreneurship? [2+3]
10. Shed light on the social movements based on structural functional perspective. [5]

Section – C: Long Answer Questions

(3 × 10 = 30 Marks)

Answer any three questions:

11. Assess how NGOs and INGOs can collaborate with state and market-led development initiatives to enhance overall development outcomes. [10]
12. Throw light on the need for sociological knowledge in solving business issues of the modern capitalist era. [10]
13. What is understood by the division of labor? Elucidate its benefits in the business landscape. [3+7]
14. Explain the concept of "sustainable development" in the context of global business. How can businesses contribute to sustainable development while simultaneously pursuing profitability and growth? [4+6]
15. Define the meaning of development. Provide a brief overview of your community's state of development with relevant issues. [4+6]

Section – D: Case Study

(15 Marks)

16. Read the following case and answer the questions following it.

In an electronics manufacturing company located within a high-tech industrial zone, a trade union emerged as a prominent forum for collective action. The company adopted a market-led

development approach to drive growth and innovation, focusing on expanding production capacity and capturing a larger share of the global electronics market. However, this approach led to challenges that the trade union sought to address. The workforce in the electronics industry united under the trade union to tackle issues of fair labor practices, working conditions, and employee representation in decision-making processes. The trade union served as a platform for collective bargaining, allowing workers to collaborate and advocate for their rights.

The electronics company pursued market-led development by promoting private investment, technological innovation, and export growth. It implemented strategies such as automating production lines, utilizing cost-efficient methods, and establishing partnerships with foreign tech firms to enhance its competitive edge. By setting up manufacturing units within free trade zones, the company aimed to reduce operational costs and attract international buyers.

The trade union played a critical role in balancing the company's market-led growth with worker welfare. Through negotiations, the union successfully secured fair wages, safer working conditions, and consistent benefits for employees. The union also worked to ensure that the company's pursuit of profit did not come at the expense of its workers' rights, thus contributing to the industry's sustainable development.

While the company's aggressive growth strategy led to economic success, it also raised concerns about equity. Profits surged, benefiting top management and shareholders, while the factory workers received comparatively modest compensation. The trade union voiced concerns over growing income inequality, calling for regular wage adjustments, bonuses tied to performance, and more transparent compensation structures. By addressing these issues, the union sought to create a more equitable distribution of wealth, fostering a sense of shared success and cohesion among workers. The union also emphasized the importance of social protections to ensure that the drive for profit did not leave the most vulnerable workers behind, advocating for policies that promoted inclusive growth.

Questions:

- a. What market-led development strategies did the electronics manufacturing company implement to enhance its competitive edge? [5]
- b. What is a trade union? How did it play a role in the above-mentioned electronics company? [5]
- c. What is the need for trade unions in this era of capitalism? [5]

