

Mid-West University
Examinations Management Office
Surkhet, Nepal
End-Semester Examination-2081
Bachelor of Business Studies (BBS)
Semester - V

Subject: Business Environment in Nepal
Full Marks: 60 Pass Marks: 30

Course Code: MGMT 453
Time: 3: 00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: VERY SHORT ANSWER QUESTIONS (10 X 1 = 10 MARKS)

Answer **ALL** the questions.

1. Point out any three components of internal environment.
2. What is legal environment?
3. Define social attitude.
4. Point out any two features of tourism policy.
5. What is religion?
6. What is the full form of SAPTA?
7. Define technology transfer.
8. What do you mean by privatization?
9. Define monetary policy.
10. What is globalization?

SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)

Answer any **THREE** questions.

11. What is environmental scanning? Explain the environmental analysis process. [3+5]
12. What is socio-cultural environment? Explain the impact of socio-cultural environment on Nepalese business. [3+5]
13. Define economic environment. Explain the components of economic environment. [3+5]
14. What is technological environment? How are technology and business related to each other? [3+5]
15. Define liberalization. Explain the effect of liberalization on Nepalese business. [3+5]

SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)

Answer any **TWO** questions.

16. "Business organizations are found to have been more engaged in external environment analysis rather in internal environment analysis." In light of the above statement, explain the components of the external environment. [5+8]
17. Introduce the WTO and explain its positive and negative effects on the Nepalese business. [4+9]
18. What is political environment? Discuss the major components of political environment. [4+9]

THE END