

# POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2021

Programme: BBA/BBA-BI

Full Marks: 100

Course: Business Environment in Nepal

Pass Marks: 45

Time: 3 hrs.

*Candidates are required to answer in their own words as far as practicable. The figures in the margin indicate full marks.*

## Section "A"

### Very Short Answer Questions

Attempt all the questions. [10×2]

1. List down any three objectives of tourism policy in Nepal.
2. Enlist the various methods of privatization.
3. What do you understand by intellectual property rights?
4. Write how technology and business are related to each other?
5. Give the full form of SAPTA, SAFTA and BIMSTEC.
6. Write any two features of business environment.
7. Write two issues in technology transfer.
8. List three major functions of WTO.
9. What do you mean by consumer rights? List any 3 consumer rights according to The Consumer Protection Act, 1998.
10. What are the socio-economic performance indicators that can be used for environmental analysis?

## Section "B"

### Descriptive Answer Questions

Attempt **any six** questions. [6×10]

1. Economic reform was considered the remarkable decision to take Nepalese economy at the current scale. What are the impacts of reforms decision taken in 1990 's? Explain.
2. Why remittance is called as a backbone of Nepalese economy? And, what are the upcoming challenges in the Nepalese remittance economy due to the Russia Ukraine war? Explain.
3. Prepare descriptive SWOT analysis of the tourism sector of Nepal and write down the contributions made by the tourism industry in the employment and labor force.
4. Give a descriptive explanation about the political system of Nepal. Briefly mention the indicators that you would use to measure the political risks in Nepal prior to making an investment.
5. Enumerate the relationship between religion and business. How can religious beliefs be used to make better business decisions? Explain.
6. After endorsement of the MCC by Nepal Government, how do you evaluate its impact to the businesses in Nepal? Justify your answer.



17. Elucidate about the opportunities and threats of WTO membership for the Nepalese business.

Section "C"

**Case Analysis**

18. *Read the case situation given below and answer the questions that follow:*  
[20]

Tea and Coffee industry in Nepal is growing rapidly due to active participation of the private sector. Now, Nepal is self-sufficient in CTC and organic coffee. There is a huge international market for orthodox tea and coffee. According to Nepal tea and coffee development board, twenty million kg of tea and coffee is produced in the country annually. Out of this, only four million kg of orthodox about 8 million kg of tea and coffee produced in the country is consumed domestically and the rest 12 million kg are exported to various western and Asian countries. The national agriculture research center (NARC) has started research on production of Nepalese variety of tea and coffee. The center which is based at municipality has initiated the research for developing a unique Nepalese brand of tea and coffee that would stand out in the world.

Likewise, after 154 years of tea and coffee cultivation. Nepal's tea and coffee has finally got an international trademark and its own logo in the international market. After numerous attempts of the Nepal tea and coffee development board, organizations associated with tea and coffee production, and experts in the field, Nepalese tea and coffee has received its logo and trademark.

International demand for tea and coffee produced in Nepal was hit hard in Japan, Australia, Europe and USA when a test in Germany few months ago revealed that it contained a harmful chemical called "anthraquinone". However, the situation has improved.

Organic has become a minimum quality acceptable in Asian and western markets. Western customers have started seeking other standards in tea production, such as eco-friendliness and bio-friendliness. In the past few weeks, in tea and coffee producers and traders have been seeking ban on import of non-organic orthodox tea and coffee from Nepalese in their country.

Keeping health issues in mind, some organic tea producers in the country have demanded the government to make all the production of tea and coffee in Nepal. They have argued that these steps not only have health benefits for consumers but also help the economic growth.

However, those in opposition say that move do more harm than good. Organic production takes at least three years to complete. And with the lengthy time, the production can be affected by fertilizers shortage and other challenges, according to non-organic tea and coffee producers.



Frequent strike by the workers, effect of climate change, low labour productivity, poor support from government, high cost of capital, use of modern technologies, competition with Indian tea and coffee and promotion at international market are some of the major issues confronting the Nepalese tea and coffee industries.

**Required:**

- a) Identify two components of task and general environment each of the Nepalese tea and coffee industry.
- b) What are the opportunities and threats of the Nepalese tea and coffee industries? Give your opinion.
- c) In view of the growing globalization, what strategies should Nepalese tea and coffee industries adopt to remain competitive in the market?
- d) What are your suggestions over making all production of tea and coffee in Nepal?