

POKHARA UNIVERSITY
Faculty of Management

ENG 101 ENGLISH I

Evaluation Model

Course Description

The English Courses in Management (ENG 101 and ENG 102) focus on the four main aspects of language: reading, writing, listening and speaking, and combine general English requirements with important language skills associated principally with interdisciplinary and business related studies. The course comprises all the major aspects of the English language including speaking, pronunciation, listening, reading and writing, and the focus is on improving the students to communicate clearly and effectively. The syllabus for the lessons is based on the course books, but the teacher will also use lots of other materials, including online materials and suggestions from students so the content of the class can be more useful and interesting. Students will also be evaluated accordingly.

Prescribed Texts

Grant, D., J. Hughes, and R. Turner. *Business Result: Elementary Student's Book*. Oxford: OUP, 2009. (including Elementary Interactive Workbook with video)

Nissani, M., and S. Lohani. *Adventures in English Vol I*. Third Edition. Kathmandu: Ekta 2013. (including Sounds of English and Stories and Poems cassettes)

Evaluation

*Questions will be set covering the prescribed books.

*The questions will be of three broad types:

1. Critical/Long answer type: 2 questions each of 15 marks (3 questions will be given): $2 \times 15 = 30$ marks

2. Analytical/Medium answer type: 5 questions each of 10 marks (6 questions will be given): $5 \times 10 = 50$ marks

3. Descriptive/Short answer type: 10 questions each of 2 marks (12 questions will be given): $2 \times 10 = 20$ marks

*The distribution of questions will be as follows:

1. Long answer type:

- one question from *Adventures in English Vol. 1*
- one question from *Business Result: Elementary*
- one question from *Adventures in English Vol. 1* and/or *Business Result: Elementary*

2. Medium answer type:

- three questions from *Adventures in English Vol. 1*
- three questions from *Business Result: Elementary*

3. Short answer type:

- six questions from *Adventures in English Vol. 1*
- six questions from *Business Result: Elementary*

*It's recommended that the marks allotted for internal assessment should be primarily used to test the students' speaking and listening competencies from both *Adventures in English* and *Business Result: Elementary*.

*A model question paper is given below, but it is to be borne in mind that it is just for giving a general idea of an exam paper and is not and does not aim to be exhaustive.

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ENG 101 ENGLISH I

Time: 3 hours

Full Marks: 100

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

*Answer **all** the questions.*

1. Below are some common mechanisms through which office supplies are ordered and returned. Explain any three of them and indicate which of the services you would prefer if you were asked to order supplies for your office, and also explain why.
- Free delivery
 - Internet ordering
 - Ordering by phone
 - Easy returns

OR

15

Explain the role of team spirit in the workplace. Should managers make important decisions on their own, or should they discuss issues with their team beforehand? Give reasons for your answer.

2. You have read three writings which make strong cases against television: “The Wretched Stone,” a story in the form of a log; “Great Scott: Gadzooks!” a poem; and “Curbing the One-Eyed Monster,” an essay. What are the main arguments in each piece, and which did you find to be the most convincing? Give reasons.

OR

15

Apply the four levels of reading a text to Peretz’s “If Not Higher” or Devkota’s “The Illiterate”.

3. Would you argue that education is supremely valuable? Give reasons. You can base your answers on Richard Wright’s and Moti Nissani’s essays.

OR

15

Think of a new technology or product that can make Nepali people’s lives better. What is it? How does it work?

4. *Answer any **five** of the following: (10 marks each)*

- a. You are the Human Resources Manager at Lotus National Bank. You are in need of an MBA intern for the marketing department. Write an advertisement with a description of the position and the qualifications required.

- b. The business world is becoming highly competitive. What are some strategies that corporations can adopt to maintain and strengthen their image?
- c. Stella Brown from the UK plans to visit your company next week. Write a short email to Stella with directions to your company from the airport. (You may choose the location.)
- d. In one paragraph, summarize the basic plot of Achebe's story, "Marriage is a Private Affair."
- e. What kind of mother-child relationship does D.H. Lawrence's poem "Piano" portray?
- f. How does the speaker in "The Parrot in the Cage" move between concepts of freedom and bondage in the poem?
5. *Give brief pertinent answers to any five of the following.* 10
- a. Basing your answer on "Phaedo," answer the question: How should a human being face death?
- b. What was King David's crime?
- c. Why did the the Cabuliwallah develop friendship with Mini?
- d. Edit the sentence: Along came John; the town's idiot.
- e. What do you understand by "male chauvinism"?
- f. Why does Yudhishthira ask the Yaksha to restore Nakula to life instead of Bhima or Arjuna?
6. *Choose the correct answer from the words in italics.* 4
- a. *Business / Economy* class is expensive but the seating is more comfortable.
- b. I'd like *an aisle / a window* seat, please. I want to see the mountains on this flight.
- c. Are you taking any *bags / hand luggage* with you onto the plane?
- d. Flight number BA 343 is now leaving from *terminal / gate* 49. This is the final call.
- e. You need to wait in the *delay / queue*, just behind those people over there.
- f. Excuse me, where is *passport control / check-in*? I need to get my boarding card.
- g. I'm sorry but your flight's *cancelled / boarding* because of bad weather.
- h. Excuse me, is there *Internet / Security* access in the airport? I need to send an email.
7. *Complete these sentences with the missing words.* 2
- a. These are the same price so what's the *d*_____?
- b. The prices in the two shops are s _____but the quality is different
- c. Did you receive the two quotes? How do they *c*_____?
- d. The a _____ of English lessons online is that you can study any time.
8. *Complete these sentences with the correct word given in parentheses.*
- a. At the _____, the schedule is about a week late. (moment/date/deadline)
- b. We've _____ lost two days on this. (yet/already/have)

- c. The _____ of this is to have it in the shops by December.
(plan/schedule/aim)
- d. What's the _____ for this report? Next Friday at the latest.
(time/week/deadline)

OR

4

Complete this telephone conversation with the missing words.

- A Hello, the Dubai Grand Hotel. Can I h_____you?
- B Yes, could I s_____to the manager, please?
- A I'm sorry but he isn't a_____at the moment. Can I ----- a message?
- B Thanks. It's Danuta Norvig. Can he call me b_____as soon as possible? My
n_____is oh seven eight eight, three five four, three seven eight two.
- A So t_____ 's Danuta Norvid on oh seven eight, three five four, three seven eight
two. Is that r_____?
- B Yes.
- A OK. I'll give him your message.
- B Thanks for your help.
- A You're welcome.

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PSY 101 GENERAL PSYCHOLOGY

Time: 3 hours

Full Marks: 100

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

Section A
Very Short Answer Questions

Attempt all questions. Give your answer in few lines.

(10 x 2 = 20)

1. What are the goals of Psychology?
2. What are the weaknesses of correlational method?
3. What is the difference between the sympathetic and parasympathetic nervous system?
4. Which psychological functions are associated with the frontal lobes?
5. How do the outer ear, middle ear and inner ear function in hearing?
6. What are the principles that govern perceptual organization?
7. What did Thorndike conclude about learning by watching cats try to escape from his puzzle box?
8. How does insight affect learning?
9. What are three basic approaches to problem solving?
10. What are the three methods used by psychologists to measure memory?

Section B
Descriptive Answer Questions

Attempt any Six questions.

(10 x 6 = 60)

11. In what extent is our intelligence the result of heredity (nature) and environment (nurture)? Discuss.
12. What is IQ? How do psychologists classify people on the basis of their IQ scores?
13. How do you explain the structure of personality?
14. What is trait approach to Personality? How does it differ from type approach?
15. Explain how psychology's different perspectives contribute to a complete view of human behavior.
16. Identify the major subfields of psychology.
17. Discuss Gestalt psychology's contribution to our understanding of perception, including the figure-background relationship and principles of perceptual grouping in form perception.

Section C
Case Analysis

18. *Read the case situation given below and answer the questions that follow.* (20)

Maya was extremely worried about the behavior problems her son, Jay, exhibited at school. He had difficulty with impulse control and experienced problems sitting still, focusing on his work and solving conflicts with other children in a non-aggressive manner.

Teachers complained that he would call out in class, rather than putting his hand up and waiting his turn, he would also disrupt other children and hit them. He could be argumentative and defiant and would sometimes refuse to comply with his teachers' requests. He was a follower rather than a leader and many of his most difficult behaviors occurred with children who exhibited more severe behavior problems than he did. His mother was extremely upset and the school called her regularly to express their concern about her son's behavior. She couldn't understand why Jason was behaving this way, and she reported that she did not experience any problems with him at home.

Case Questions:

1. How do you help Maya to understand her son problem?
2. What kind of assessment do you proceed to the problem?
3. How can youth violence be reduced?

POKHARA UNIVERSITY
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SOC 101 FUNDAMENTALS OF SOCIOLOGY

Time: 3 hours

Full Marks: 100

Candidates are expected to answer the questions 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. Give specific and very short answers.

10*2=20

1. What are the subject matters of Sociology?
2. What is the relationship of sociology with business management?
3. Who are four major contributors to development of sociology?
4. What is functionalism
5. Define ethnocentrism?
6. Differentiate between joint and nuclear family.
7. What are latent functions of religion?
8. Define crowd behavior.
9. What are the four major impacts of population change?
10. What are the determinants of social class?

Section B
Descriptive Answer Questions

Attempt any six questions.

10*6=60

11. Define functionalism. How do Functionalists and Conflict theorists explain social inequality?
12. Explain the features of industrial society. Differentiate between society and culture.
13. Is our society ethnocentric or xenocentric? Defend your answer.
14. Discuss the concept of social stratification. Is social class stratification beneficial or harmful to the greater society? Why?
15. What are the possible impacts of sharp population decrease on social aspect of a country?
16. Why do people rarely feel guilty about their mob action?
17. Is demand for "identity based federal states" only a political issue? Why?

Section C
Case Analysis

Social change and business

18. Read the case and answer the questions that follow: 20

Ram Prasad Chaudhari has small Saree store in a village close to of Biratnagar industrial area. When he opened that store 30 years back the community was smaller and faces of people were quite similar. Women rarely did the shopping, men used to buy saree for their family. There was only one other store in the area. He used to change his store selves only twice a year, to stock up summer clothes and winter clothes.

Business was doing well till 12 years back. His business started to decline slowly since last 12 years. He observed community getting bigger and different since the starting of political insurgency in the country. Readymade store and other cloth stores have sprouted and seem to do better compare to his. More women were shopping for themselves and family these days.

Case Questions

1. What could be the reasons for such change?
2. What can Ram Prasad do to improve his business?
3. What, in your opinion, are the implications of this situation for the future?

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MIS 101 COMPUTER AND IT APPLICATIONS

Time: 3 hours

Full Marks: 100

Candidates are expected to answer the questions 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. Give your answer in few lines. (10x2=20)

1. What is a computer?
2. Define software and list its types.
3. Define flowchart and algorithm.
4. List four features of word processing software.
5. What are the functions of macros in general purpose application software?
6. Define cell addressing and its types in excel with example.
7. Write any four logical functions in excel with syntax.
8. Differences between worksheet and workbook.
9. What is power point presentation?
10. Define the use and techniques of search engine.

Section B
Descriptive Answer Questions

Attempt any six questions (10x6=60)

11. Draw the block diagram of digital computer and explain the components.
12. What is an operating system? What are the functions of operating system?
13. Define mail merge and write the steps for mail merge.
14. What do you mean by OLE? Differentiate linking and embedding.
15. Explain the concept of RDBMS and define the use of primary key.
16. Write down the steps to add animation with sound in a slide.
17. A Microsoft Excel sheet contains record of marks of 1st term and 2nd term examinations of a subject. Full Mark=100, Pass Mark=40. Find the formula for:

	A	B	C	D	E	F	G	H
1			F_name	L_name	Subject			
2	S.N.	StudentID			1st term	2nd term	Total	Remark
3	1	2012-101	Shakeel	Karki			ii=?	iii=?
4	2	2012-102	Sujan	Shahi				
5	3	2012-103	Shruti	Khanal				
6	4	2012-104	Binod	Shrestha				
7	5	2012-105	Raju	Rai				
8	6	2012-106	Suresh	Gurung				
9								
10					i=?			

- i. Find the class average marks obtained in first term in Cell E10.
- ii. Write the formula to find total in G3 so that it has sum of 60% of maximum and 40% of minimum marks obtained by a student in terminal examinations.
- iii. Write the formula in H3 to find Remark on conditions:
 - "Not Qualified" if both term marks is 0 or if total(G3)<40.
 - "Withheld" if zero in anyone of the exam or G3<50.Note 0 marks for absent.
 - Otherwise "Qualified".

Section C Case Analysis

18. *Read the case situation given below and answer the questions that follow.*
(10X2=20)

Every field and sector in this modern world cannot be isolated with the use of computer application. With the advancement in information technology, applications of computer have attracted the attention of many educators and researchers. Computer based instructional applications are considered an effective alternative to traditional teaching methods. Today in numerous educational and training settings, interactive computer programs are used to teach students and trainees. The use of computer and IT applications seems to motivate students and they are very much interactive towards the teaching environment as compared to the traditional way of teaching.

This emerging trend has developed from classroom to web based application. Students have been spending their time in internet and web applications to quench their thirst of knowledge. However, it's been observed that many students with web access have been busy surfing the internet for some reason but lost in other sites than they actually need to be. This cause has made the students engaged and gain the information more in other fields than that they are initially in need of. There is no doubt about the need of computer and IT application in the modern world for daily and professional life. However, the effectiveness and efficiency of use of modern era's need is hard to measure.

Case Questions

1. Explain how and why, modern business education system is in need of computer and IT application?
2. Give your opinion and suggestions for the effective use of teaching and learning methodology either by following technological way or traditional way.

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ECO 101 INTRODUCTORY MICROECONOMICS

Time: 3 hours

Full Marks: 100

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

Section A
Very Short Answer Question

Attempt all questions. Give your answer in few lines. (10×2 =20)

1. Why do central problems arise in an economy?
2. What is a demand schedule?
3. What is meant by one good being a substitute of another?
4. When is demand for a commodity said to be completely inelastic?
5. Calculate marginal physical productivity of labour (MPP_L) when four units of labour produces 100 units of output and find units of labour produces 120 units of outputs.
6. How does total fixed cost change when output changes?
7. What is meant by profit?
8. What is meant by shift in supply?
9. When does a competitive firm earn maximum profit?
10. Why do female workers get fewer wages than male workers?

Section B
Descriptive Answer Question

Attempt any six questions. (10×6 =60)

11. A market consists of three consumers; *A*, *B*, and *C*, whose individual demand equations are as follows:

$$A: P = 35 - 0.50Q_A$$

$$B: P = 50 - 0.25Q_B$$

$$C: P = 40 - 2.00Q_C$$

The market supply equation is given by $Q_S = 40 + 3.5P$.

- i) Determine the market equilibrium price and quantity. (3)
 - ii) At the equilibrium price, determine the price elasticity of demand and interpret the result. (3)
12. Explain the law of variable proportions with its three stages. Which stage is relevant for a rational producer?
13. What is consumer equilibrium? State the condition required for the consumer to be in equilibrium in the indifference curve analysis.

14. A Monopoly firm has following demand and cost functions.

$$P = 300 - Q/2$$

$$C = 5000 + 60Q + Q^2$$

Find the profit-maximizing price and output?

15. How price of factor is determined in an imperfectly competitive factor market?
16. What is meant by oligopoly? Explain important features of oligopoly.
17. What is meant by Brain Drain? What are causes and consequences of Brain Drain?

Section C Situation Analysis

18. Read the situation given below and answer the questions that follow. (20)

Speedo's LZR swimsuit was introduced in February 2008 AD. Thirty eight of the forty two world swimming record that have been broken since then have gone to swimmers wearing LZR. The product is very innovative. The new suit is cut from densely woven nylon-elastane materials that compress the wearer's body into a hydrodynamic shape, but which is extremely light. There are no sewn seams, because the suit is bonded by ultrasonic welding. Seams act as speed bumps in the water. Ultrasonic welding removes six percent of the drag that would otherwise occur.

The suit also has what Speedo calls an internal core stabilizer- that is; something like a corset that holds the swimmers form. As a swimmer tries his or her hips hang lower in the water creating drag. The LZR not only lets the swimmer go faster because it maintains a tubular shape but also allows him or her to swim for longer with less effort.

Drag is further reduced by polyurethane panels that have been placed in spots on the suit. The LZR was designed using a three dimensional pattern rather than a two dimensional one. It hugs a swimmers body like a second skin, when it is not being worn it is not lie flat but has a set to it.

The results are a suit that cost US \$ 600 and takes 20 minutes to squeeze into. Some analysts believe that the LZR improves performance by as much as two percent- a huge leap considering that tenth of a second may mark the difference between first and fourth place.

Concern over the effect of the suit on swimmers performance has however lead to it recently being ban from some competitions.

(Source: The Economist, 12 June 2008)

Questions

- a) Do you think that demand for the LZR is likely to be price elastic or price inelastic? Justify your answer.
- b) How might this value for the price elasticity of demand change over time? Why?
- c) How might an understanding of the price elasticity of demand affect the decision made by the manager of Speedo?
- d) Do you think that it is fair for a swimmer to compete wearing a LZR suit?