



**POKHARA UNIVERSITY**  
**PUMAT MBA\_August 2020**

Thematic Essay Questions

*Following are the essay questions that comprise the brief theme including the essay question students need to write within 850-1000 words. Please read the themes stated or depicted very carefully and write an essay as asked. The students are requested to read the following guidelines before they proceed. Students are supposed to write an essay in ANY ONE of the question of their choice and ease.*

**Guidelines for Students:**

- Students should select **ANY ONE** of the essay topic as per their ease.
- The first paragraph of the question states the theme the students need to concentrate.
- The essay should compulsorily be **handwritten** in a paper of normal long notebook **with lines**.
- The total duration to **write and upload** the essay for students is of **3 hrs**.
- Students must write their **name, exam roll number** and **email ID** on each page of their respective answer sheets.
- After the completion, students need to **upload** the answer sheets, using the link [www.pumat2020.pusob.edu.np](http://www.pumat2020.pusob.edu.np) which they used for downloading.
- Answer sheets should be uploaded in *jpg* or *pdf* format with their **respective name** as a file name (E.g. *sunil\_thapa.jpg* or *sunil\_thapa.pdf*)
- Essay will be evaluated on the basis of **content, narrations (descriptions), grammar, structure and logical conclusions** they have included in the essay.
- The essay is of **25 marks**.
- Students must write the theme they have chosen at the **Top of the Page**.
- In case of failure of uploading the file in the link or any unavoidable technical failure **then only** the students can email their answer sheets to the e-mail [pumat@pusob.edu.np](mailto:pumat@pusob.edu.np) within the specified time above.

**Question 1:**

**Essay Theme: ‘New Normal’ and COVID-19**

“Crisis often comes up with opportunities.” This is a common maxim in management. As in business, it is often stated ‘In every challenge there is an opportunity and in every opportunity there is a challenge’ which also fits in with the above stated thought. Though severe challenges, economic and social turbulences are exposed because of the pandemic of COVID-19 it has also made countries to think and re-think on opportunities this crisis presents.

In this context, write an essay in 850-1000 words that actualize this maxim as well as shows prospects for an industrial and a marketing possibility of a noble product or service of our local color. Focus your discussion on how you devise your marketing strategies in the context of current ‘New Normal’ of the COVID-19 Pandemic.

**OR**

**Question 2:**

**Essay Theme: Social Sites and Its' Paradox**

Philosopher Schlegel says, "*Paradox ist alles, was zugleich gut und gross ist /Everything that is at once good and great is paradoxical.*" In this light, social sites too can be seen as paradoxical boon of communication technology. It is technologically assisting individuals to develop cognitive capabilities and organizations to integrate, design and deliver their products and services effectively but at the same time it is increasing social crimes, situations like compulsive behavior and consumptions, health hazards and irrational social behavior.

In this regard, write an essay in 850-1000 words highlighting the paradoxical sides of social sites. Use your personal experiences as well as contextual cases to support your thesis.

**OR**

**Question 3:**

**Essay Theme: Cosmopolitan Life v/s Unsophisticated Life**

Everyone desires of a cosmopolitan life at recent times. They feel that without the use of modern technologies, equipments and gadgets their life would be imperfect and they would be a misfit. In this context, if you were to choose between a technocratic life with all gizmos and gadgets on one hand and unsophisticated life as a bookaholic on the other hand, what would be your choice?

Write an essay in 850-1000 words expressing your choice in a thesis sentence mentioned above, and then justify your choice with good reasoning. Your conclusion should reflect the persuasive ground of your choice or balance your discussion.

*All the best*