

**Bangladesh Open University**  
BBA Program  
Semester: 222 (2<sup>nd</sup> Level)

**Course Title: Fundamentals of Management**

**Date: December 13, 2024**

**Instructions**

- Answer all questions in your own handwriting on A4 size white paper.
- Fill-in the cover page of your assignment with care.
- Enclose the photocopy of your ID Card with the assignment (next to the cover page).
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**Questions**

1. (a) What do you understand by management? Is management 'science or art'? What is your opinion? Justify your answer.  
(b) Why is management important in all types of organizations? Discuss.  
(c) Discuss with example the principles of modern management.
2. (a) What is planning? What are the different types of plans formulated by organization? Discuss with example.  
(b) Explain the strategic planning process.  
(c) Distinguish between programmed and non-programmed decision with example. Which decision approach you think better? Why?
3. (a) Discuss about the different organizational levels.  
(b) Describe the factors that influence on the span of management.  
(c) Define delegation of authority. Explain the principles of delegation of authority.  
(d) Illustrate the concept of matrix organization. How it works? Discuss with example.

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**Questions**

1. (a) Explain the factors that affect on the staffing decision.  
(b) How recruitment is different from selection? Describe the organizational recruitment process.  
(c) Why is socialization of new employees important?
2. (a) What is motivation? Describe the Maslow's hierarchy of needs theory of motivation.  
(b) Do you find any similarities or dissimilarities between the Maslow's motivation theory and Herzberg's motivation theory? How? Explain.  
(c) State the assumptions of theory-X and theory-Y.
3. (a) State the qualities of a good leader.  
(b) Leaders are born or made? Which one you think more appropriate? Give arguments on your statement.  
(c) Describe the situational theory of leadership.  
(d) Differentiate transactional leadership from transformational leadership with example

**Bangladesh Open University**

BBA Program

Semester: 222 (2<sup>nd</sup> Level)**Course Title: Principles of Marketing****Date: December 13, 2024****Instructions**

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**Questions**

1. Explain how a marketing objective differs from a marketing strategy. How are they related?  
The idea that an organization should strive to satisfy the needs of consumers while also trying to achieve the organization's goals reflects what concept of marketing? Justify your recommendation with appropriate logic.
2. Choose one of the local brands of your country and answer the following questions-
  - (a) Analyze the macro environment for the brand's company.
  - (b) Explain in detail the marketing mix (4Ps) of the brand.
3.
  - (a) Why is it necessary to devise a companywide strategic plan?
  - (b) Outline a strategic plan for yourself to begin planning for a job after graduation. Include your value proposition, targeted organizations, objectives, strategies, and the internal and external factors that may affect your plans.

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**Course Title: Principles of Marketing**

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**Questions**

1. (a) Explain the process that a company employs in designing a customer driven marketing strategy.  
(b) Explain how changing demographics and the social and cultural environment have impacted the health care industry. Identify new venues for health care that didn't exist a decade ago.
2. Come up with as many real-world examples as you can of companies that pursued market penetration, market development, product development, or diversification strategies. Explain what the company did and how successful you think each strategy worked out for them.
3. (a) Explain how an organization like McDonald's can use licensing to create value for the brand.  
(b) Assume you have an interview for an entry-level sales position. Write a value proposition emphasizing why you are the best candidate for the position relative to other recent graduates.

**Bangladesh Open University**

BBA Program

Semester: 222 (2<sup>nd</sup> Level)**Course Title: Microeconomics****Date: December 13, 2024****Instructions**

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**Questions**

1. Define Economics using Marshall's and Robbins' definitions. Explain Positive, Normative, and Welfare Economics.
2. Explain the differences between Microeconomics and Macroeconomics, and discuss their interdependence.
3. Describe the three basic problems every economy faces. Explain how these problems are solved in different types of economies.
4. Using the data below, draw a Production Possibility Curve (PPC) and explain the concept of opportunity cost.

Combination	Quantity of Food (Units)	Quantity of Clothing (Units)
A	0	50
B	10	45
C	20	35
D	30	20
E	40	0

5. Define the Law of Demand and discuss factors causing shifts in the demand curve.
6. Explain Price Elasticity of Demand and methods of measuring it.

7. Calculate cross elasticity and income elasticity from the following given data-

Scenario	Price of Product X (Tk.)	Price of Related Product Y (Tk.)	Income (Tk.)	Quantity Demanded of Product X
Initial	50	40	20,000	100
New	50	45	25,000	120

8. Explain the Law of Diminishing Marginal Utility and its limitations.
9. Discuss the Principle of Equi-Marginal Utility and its limitations.
10. Describe the concept of Indifference Curves and their characteristics.
11. Draw a graph of the Demand Curve and discuss consumer behavior.
12. Explain a real-life example of demand elasticity in a business decision.

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Semester: 222 (2<sup>nd</sup> Level)

**Course Title: Microeconomics**

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**Questions**

1. Differentiate between Fixed Cost and Variable Cost, providing examples for a restaurant business (e.g., rent as fixed cost, raw materials as variable cost).
2. Define Marginal Cost and Average Cost and show their relationship graphically. Use the data below to calculate Marginal Cost and Average Cost for producing an additional unit.

Quantity (Units)	Total Cost (Tk.)
1	100
2	180
3	240
4	280
5	310

3. Explain why understanding the difference between fixed and variable costs is essential for a business, especially when planning for periods of low sales.
4. Define Perfect Competition and Monopoly, and state key differences between them.
5. Describe the characteristics of Monopolistic Competition. Provide an example of a product that operates in this market structure.
6. Briefly describe Oligopoly and provide an example of an industry that fits this structure (e.g., telecommunications).
7. Provide an example of how understanding revenue concepts could help a business decide whether to increase or decrease its production.

8. Using the data below, calculate the Accounting Cost and Economic Cost for a small farm operation (include opportunity cost of family labor valued at \$300):
- **Data:**
    - Fixed Costs: \$500
    - Variable Costs: \$200
    - Opportunity Cost: \$300
9. **Video Submission:** Create a 5-minute video on the "Market Structure of Agricultural Products in Bangladesh," discussing its impact on consumers and producers. Upload the video into your YouTube channel and share the LINK and QR code on the assignment.

## Bangladesh Open University

BBA Program

Semester: 222 (2<sup>nd</sup> Level)

Course Title: Business Communication

Date: December 13, 2024

**Instructions**

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Questions	Bloom's Taxonomy Level
1. (a) "A communication can be good but ineffective." When? Explain with an example. (b) Suppose you are appointed as the manager of a business firm with declining business. What objective(s) of communication will you use to check the decline in business? Why? (c) How can communication increase the efficiency of management in an organization? Explain.	C1, C2, C3
2. (a) Graphically explain the steps of the communication process with examples. (b) Discuss the reasons for which two-way communication is given much importance. (c) State the benefits that can be derived by using communication models.	C1, C2, C4
3. (a) Explain with examples the circumstances when oral communication is more effective than written communication. (b) Describe the mechanical channels we use for oral communication. (c) Cite examples of non-verbal communication that uses several symbols.	C1, C2, C4

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BBA Program  
Semester: 222 (2<sup>nd</sup> Level)

**Course Title: Business Communication**

**Date: January 24, 2025**

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Questions	Bloom's Taxonomy Level
<p>1. (a) Suppose you are the health and safety officer of a small electric company. What kinds of communication would you use to make sure that your staff are fully aware of the need for safety at work? Give reasons for your answer.</p> <p>(b) For the following tasks, identify the necessary directions of communication (downward, upward, and horizontal, and explain the reasons.</p> <p>(i) As a personnel manager, you want to announce details about this year's picnic.</p> <p>(ii) As a production manager, you want to ensure that both the sales and finance managers receive your scheduling estimates.</p> <p>(iii) As a marketing manager, you want to help employees understand the company's goals and attitude toward workers.</p>	C1, C2
<p>2. (a) Explain with examples the words 'denotation' and 'connotation'.</p> <p>(b) Discuss the communication barriers you may face when discussing a subject with your boss in your office.</p> <p>(c) "The rumor spreads very fast through the grapevine." Discuss.</p>	C1, C2
<p>3. (a) Explain with examples the standard parts of a business letter.</p> <p>(b) Draft a letter to a supplier complaining about the shortage in quantity and inferior quality of the goods supplied and claiming a suitable remedy.</p> <p>(c) Suppose you have recently graduated with a major in 'Human Resource Management'. You are looking for a job commensurate with your qualifications. In this context, draft an unsolicited application letter.</p>	C1, C2, C3

  
**Bangladesh Open University**  
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**Semester 222 (2<sup>nd</sup> Level)**

**Course : Computer Application in Business**

**Due on : December 13, 2024**

**(Assignment is to be presented in own handwriting on A4 size white pages)**

*Note : Answer all the questions and submit to the coordinator of your tutorial center on or before due date.*

	<ol style="list-style-type: none"> <li>1. Assignments must be submitted on A4 size paper in own hand writing.</li> <li>2. Completed cover must be used on the top of each assignment as per the specimen cover page in the Semester Calendar)</li> <li>3. Assignments must be submitted to the <b>coordinator</b> of the study center you are attached with.</li> <li>4. Spiral binding must be avoided. Instead, transparent folder or file cover or any other soft binding may be used.</li> <li>5. Contact e-mail address &amp; Cell Phone and Land Phone numbers must be written on the cover page clearly. If your e-mail address is not yet added to our e-mail list, please send a mail to the coordinator of your study center with subject "Add Me".</li> <li>6. In the case of delayed submission, the School will not acknowledge the submission of the assignment(s) and will not be responsible for any damage or loss of the assignment(s).</li> <li>7. If it is noticed that your assignment is copied from another student's assignment, your assignment will be cancelled automatically.</li> </ol>	<p><b>Assignment &amp; Class Performance Marks distribution</b></p> <hr/> <p><b>Assignment -1</b> } <b>10</b></p> <p><b>Assignment -2</b> } <b>10</b></p>
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- 1.1. What is the difference between a word processor and a spreadsheet?
- 1.2. How does a presentation software differ from a publishing tool?
- 1.3. Which applications are best for collaborative work?
- 1.4. How do database applications manage data storage?
- 1.5. How can one choose the right database software for his/her needs?



- 1.6. Record 2 videos as per the following instructions and upload them into your YouTube channel and share the LINK and QR code on the assignment:
  - 1.6.1. A video [maximum 10 mins] on making charts from an excel sheet.
  - 1.6.2. A video [maximum 10 mins] on preparation of presentation slides a by using various computer applications.

  
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- 2.1. Mention the operating systems that are widely used in the world now.
- 2.2. How to connect a projector with a computer? What type of ports are required? If the display can't be visible on the computer screen, what you will do to ensure the multiple display?
- 2.3. If your computer display doesn't work, what can be the reasons? List them down.



- 2.4. Record 2 videos as per the following instructions and upload them into your YouTube channel and share the LINK and QR code on the assignment:
  - 2.4.1. A video [maximum 10 mins] on the steps for opening a YouTube channel.
  - 2.4.2. A video [maximum 10 mins] on using social media for career progression.