

Bangladesh Open University
BBA Program
Semester: 182 (2nd Level)

Course Title: Fundamentals of Management

Due on: 04 October, 2019

Instructions

- Answer the 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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- Submit the assignment to the respective course tutor and ensure his/her signature on your Assignment Acknowledgement Form (see page#5 of Semester Calendar).

Questions

1. a) “Management has been defined as “getting things done through people.” Comment on the definition.
b) Explain different types of skills required by a manager. How do the required managerial skills differ in the organizational hierarchy? Explain with a diagram.
2. a) Why has Frederick Taylor been called “the father of scientific management?” Explain the main concern of science management.
b) How and to what extent has the development of behavioral thought contributed to management theory?
3. a) Distinguish between policy and strategy. Give example of each.
b) Discuss with a diagram the steps involved in strategic planning.

Bangladesh Open University

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Semester: 182 (2nd Level)**Course Title: Fundamentals of Management****Due on: 08 November, 2019****Instructions**

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Questions

1. a) How are decisions made under conditions of uncertainty and risk? Explain with an example of each condition.
b) What do you mean by decision tree? Draw and explain a decision tree for a decision problem you face.
2. a) Distinguish between delegation of and decentralization of authority.
b) Explain the factors that determine effective span of management.
3. a) How can an effective control system be designed? Discuss.
b) What do you mean by Zero Based Budgeting? Discuss the merits and demerits of budgetary controlling.

শুণ অব বিজ্ঞেয়
Bangladesh Open University
BBA Program
Semester: 182 (2nd Level)

Course Title: Principles of Marketing

Due on: 04 October, 2019

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Questions

1. (a) Explain the statement “Marketing is managing profitable customer relationship.”
(b) Mention and describe the core concept of marketing with example.
(c) What is the marketing concept? How does it differ from other societal marketing concepts?
2. (a) What is a business portfolio?
(b) Describe the key steps of the strategic planing process.
(c) Illustrate and explain the product market expansion grid.
3. (a) Discuss the main factors of demographic and political environment. How these factors may influence the business environment?
(b) Describe the four types of buyer behavior with example.
(c) Why is it important for marketes to analyze the post-purchase behavior of consumers?

শুধু অব বিজনেস
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Semester: 182 (2nd Level)

Course Title: Principles of Marketing

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Questions

1. (a) Discuss the requirements for effective segmentation of a market.
(b) Explain how companies identify attractive market segment and choose a target marketing strategy.

2. (a) What is product life cycle?
(b) Discuss the different stages of product life cycle.
(c) Describe the new product development process.

3. (a) Describe the nature and importance of marketing channel.
(b) Identify the external factors that affect pricing decision.
(c) Discuss the growth and benefit of direct marketing.

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Semester: 182 (2nd Level)**Course Title: Microeconomics****Due on: 04 October, 2019****Instructions**

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Questions

1. Mention the major economic systems existing in the world so far. How the fundamental economic questions are solved in alternative economic systems? Explain.
2. Mention 3 shift factors of PPF. Suppose, American and Japanese workers can each produce 4 cars a year. An American worker can produce 20 tons of paddy a year, whereas a Japanese worker can produce 5 tons of paddy a year. Assume that each country has 100 million workers. (i) Graph the PPF of American economy, (ii) for the United States, what is the opportunity cost of a car?
3. What is the difference between demand and the quantity demanded? “Remaining all other things unchanged, if the price of the commodity rises, quantity demanded for the commodity decreases; however, the demand for the commodity remains unchanged” – do you agree with the statement. Justify your answer with examples. Show graphically the impact of the recent spread of anthrax in Bangladesh on the demand for beef and also on the demand for chicken in the country. Use graphs.
4. Explain the relationship between *total utility* and *marginal utility*. Describe the *Law of Diminishing Marginal Utility*. In the case of which of the following commodities the law doesn't work: Mango, Sweets, Sugar, Money, Rice, Wealth, and Ornament.
5. What is equilibrium? Suppose, demand function for Singara is $Q_D = 50 - 2P$ and supply function is $Q_S = 20 + 3P$. Find out -
 - (i) The equilibrium price and quantity of Singara.
 - (ii) If the supply increases to $Q_S = 30 + 3P$, what will happen to the equilibrium price and quantity?
 - (iii) If government imposes a price ceiling at Tk. 3, what will happen to the market?
6. What is price elasticity of demand? Mention the determinants of price elasticity of demand. Suppose, the cross elasticity of demand for beef with respect to chicken is $E = +1.5$. (i) If price of chicken is increased by 40%, what will happen to the demand for beef? (ii) What kind of relationship exists between beef and chicken in this case?

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Questions

1. Define MC, AC, AVC and AFC. Identify TVC, MC, AC, AFC, AVC from the following data:

Quantity (Q)	Total cost (TC)	Total Fixed cost (TFC)	Total Variable cost (TVC)	Marginal cost (MC)	Average cost (AC)	Average Fixed cost (AFC)	Average Variable Cost (AVC)
1	1000	300					
2	1400	300					
3	1575	300					
4	1600	300					
5	2200	300					

2. What is long run cost? Why is the long run average cost curve U-shaped? What point on the long run average curve shows the optimal size of a firm? Show graphically.
3. How perfectly competitive market is different from monopoly? Can a firm in perfectly competitive market continue production even it incurs loss? Explain with diagrams.
4. Graphically explain how a firm in a monopolistically competitive market reaches its short-run equilibrium? Why the price in monopolistically competitive market is higher than that in perfectly competitive market? Explain with graphs.
5. Explain the law of diminishing marginal productivity of input. Is it a short-run or long-run concept?

Bangladesh Open University
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Semester: 182 (2nd Level)

Course Title: Business Communication

Due on: 04 October, 2019

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Questions

1. (a) What do you mean by communication and business communication? Enumerate the essential qualities of good communication.
(b) What do you mean by 'completeness' and 'conciseness' as essential conditions for effective communication?
2. (a) What is communication process? Draw a communication process and explain it elaborately?
(b) Distinguish between verbal and non-verbal communication. Explain different forms of non-verbal communication.
3. (a) Distinguish between verbal and non-verbal communication. Explain different forms of non-verbal communication.
(b) How international environment can distort communication? Explain with examples.

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Questions

1. (a) What factors should be considered while planning a business letter? Explain.
(b) Write a letter to Bexit Pharmaceutical Ltd. complaining about the receipt of goods in damaged conditions and claiming compensation.
2. (a) Write an application with a CV in response to the following advertisement:
“Wanted some ‘Sales Executives’ for a business house in Dhaka. Candidates should preferably be a BBA with three years selling experience. Apply stating the particulars and salary expected to the Manager HRM, XYZ Company Limited, 3/A, Gulshan C/A, Dhaka. by August 16, 2019.
(b) Distinguish between a reference letter and a testimonial. Write a letter to the former employer of an applicant asking for information about the personality, work behavior and performance of the applicant.
3. (a) Explain different parts of a formal report?
(b) As a Human Resource Manager of Sayem Ceramic Ltd. write a report to the General Manager on recent labor unrest in your organization.

Bangladesh Open University
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Semester: 182 (2nd Level)

Course Title: Computer Application in Business

Due on: 04 October, 2019

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Questions

1. (a) What is computer? Mention the basic organisation of a standard computer.
(b) Describe the evolution of computers. What are the features of third generation computers?
2. (a) Describe briefly the input/output operations in computing.
(b) Describe the Categories of computer memories.
(c) Explain the difference between volatile and non-volatile memory. Write an example of each type of memory.
3. (a) What do you understand by the term system software? Distinguish between hardware and software.
(b) What do you mean by system software? Describe the role of basic Input/output system.

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Questions

1. (a) What is a server? Mention its main functions.
(b) Distinguish between intranet and extranet.
(c) Differentiate between downloading and uploading of information.
2. (a) What is an internet search engine? What are the three major elements of an internet search engine?
(b) Discuss the future influence of information technology in society.
3. (a) What are the difference between data and imformation?
(b) Write down a simple program to find out the average of three mamber using BASIC.