

**Bangladesh Open University**  
BBA Program  
Semester: 232 (2<sup>nd</sup> Level)

**Course Title: Fundamentals of Management**

**Date: October 10, 2025**

**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? Do you find any relationship among organization, management and administration? What is your opinion? Illustrate.  
(b) Describe the functions of management.  
(c) What are the major contributions of F. W. Taylor in management? Explain.
2. (a) What do you understand by planning? In making an effective plan for your organization what steps will you follow in this case? Discuss with example.  
(b) State the elements of strategic planning.  
(c) What is MBO? Graphically discuss the cycle of MBO. Do you think MBO is appropriate for the organizational success? Why or why not? Justify.
3. (a) What is decision making? Describe the process of rational decision making.  
(b) Explain the different decision making conditions with example.  
(c) What are the approaches that a decision maker had to go through while selecting an alternative? Illustrate with example.

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**Questions**

1. (a) What is organizing? Describe the process of organizing.  
(b) What do you understand by departmentation? Discuss with example the bases of departmentation.  
(c) What factor are considered in determining span of supervision? Discuss.  
(d) What is empowerment? How you can empowered your employees?
2. (a) What is staffing? Describe the system approach of staffing.  
(b) Which factors need to be considered in making decision about staffing? Explain.  
(c) How will you match the people with the job in your organization?
3. (a) What is recruitment? How is it different from selection? Explain.  
(b) Describe the employee selection process of an organization. .  
(c) Why is socialization of new employees important? In what ways your employees can be familiar with the organization?

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**Questions**

1. (a) What is motivation? Describe the issues that are related to human factors of managing people.  
(b) Describe the Herzberg's motivation theory? Do you think this theory can be helpful in motivating employee? Explain.  
(c) Discuss the expectancy theory of motivation.  
(d) State the assumptions of theory-X and theory-Y.
2. (a) What is leadership? State the qualities of a good leader.  
(b) Describe the different styles of leadership? Which leadership style do you think best? Give arguments on your choice.  
(c) Describe the contingency theory of leadership.
3. (a) What is controlling? How you can establish an effective controlling system? Explain.  
(b) Distinguish between feedback and feed forward control system? Which one you think better over other? Explain.  
(c) What is budgetary control? How can you make budgetary control effective? Illustrate.

**Bangladesh Open University**  
BBA Program  
Semester: 232 (2<sup>nd</sup> Level)

**Course Title: Principles of Marketing**

**Date: October 10, 2025**

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**Questions**

1. (a) Explain why understanding the marketplace and customer needs is important.  
(b) Explain how segmentation, targeting, and differentiation together ensure that a company's value proposition is both attractive to customers and sustainable against competitors.
2. (a) What are the main steps in companywide strategic planning, and how do they help ensure that an organization stays aligned with its long-term goals?  
(b) Why is marketing information important for making better marketing decisions?
3. (a) How do consumers influence a company's microenvironment and overall marketing strategy?  
(b) Why do consumers exhibit complex buying behavior when purchasing expensive or infrequently bought products, and how does this differ from habitual buying behavior?

**Bangladesh Open University**

BBA Program

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**Questions**

1. (a) How do companies capture value from customers in return for creating value?  
(b) In what ways have shifts in demographics and changes in social and cultural trends influenced the grocery industry?
2. Come up with real-world examples of two global companies that pursued diversification strategy. Explain what the company did and how successful you think each strategy worked out for them.
3. (a) Explain how a restaurant like Herfy uses franchise agreement to create value for the brand and its consumers.  
(b) How would a hair care oil brand in Bangladesh define its value proposition and highlights its strengths to stand out and sustain in the competitive market.

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**Questions**

1. (a) How have digital technologies transformed the modern marketing landscape and influenced the way companies build customer relationships?  
(b) How do the elements of the marketing mix (product, price, place, and promotion) work together to create value for customers and achieve a company's marketing objectives?
2. (a) Why is marketing research important for a new startup and what are the basic steps involved in conducting it?"  
(b) What are the key stages a consumer goes through in the decision-making process when considering a new product?
3. (a) Explain the price-adjustment strategy in your own words.  
(b) Why do consumers exhibit complex buying behavior when purchasing expensive or infrequently bought products, and how does this differ from variety seeking buying behavior?

**Bangladesh Open University**  
**BBA Program**  
 Semester: 232 (2<sup>nd</sup> Level)

**Course Title: Microeconomics**

**Date: October 10, 2025**

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**Questions**

1. Explain the central problems of an economy with brief examples.
2. Differentiate between Positive Economics and Normative Economics. Give examples.
3. Distinguish between a change in demand and a change in quantity demanded. Support your answer with diagrams and examples.
4. Explain the interdependence between micro and macroeconomics with at least three policy illustrations.
5. Define PPC and explain opportunity cost and increasing MRT. Draw a labeled PPC diagram showing a move from an inefficient point to an efficient point and to an unattainable point.
6. What is the market-clearing (equilibrium) price? How is it derived? Illustrate with properly labeled demand–supply graphs. Suppose the demand and supply functions for wheat are

$$Q_D = 90 - 3P$$

and

$$Q_S = 15 + 2P, \text{ respectively.}$$

- a) Calculate the market-clearing price and quantity of wheat.  
 If the government removes the electricity subsidy for irrigation, analyze what happens to the wheat market, keeping all other factors the same.
- b) Use a graph to show the supply shift and explain the new equilibrium qualitatively.

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Bangladesh Open University  
BBA Program  
Semester: 232 (2<sup>nd</sup> Level)

**Course Title: Microeconomics**

**Date: October 31, 2025**

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**Questions**

1. Define Accounting Cost and Economic Cost with one numerical example.
2. State the law of diminishing marginal utility. How does it determine the shape of the demand curve?
3. Explain the characteristics of indifference curves and how a consumer reaches equilibrium using the ordinal utility approach. Support your answer with a diagram.
4. Define MC, AC, AVC, AFC and explain why MC cuts AVC and AC at their minimum points. Provide a neat diagram.
5. What is LRAC and why is it typically U-shaped (envelope of SRACs)? Identify the minimum efficient scale (MES) on the diagram and interpret its significance for firm size.
6. Distinguish TR, AR, MR. For a linear demand, sketch typical TR and MR curves and show where TR is maximized.

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**Questions**

1. Define price elasticity of demand. What are its main determinants?
2. Suppose cross elasticity of tea with respect to coffee is +1.2. If coffee price rises by 25%, what happens to tea demand? What does the sign indicate?
3. Explain income elasticity of demand with examples of (a) normal goods, (b) inferior goods.
4. Describe the features of perfect competition. Can a firm produce in the short run even if it incurs loss? Explain with diagram.
5. Explain monopoly equilibrium using AR–MR analysis. Why does monopoly create deadweight loss?
6. What are the characteristics of oligopoly? Explain cartel and price leadership with examples from Bangladesh

**Bangladesh Open University**  
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Semester: 232 (2<sup>nd</sup> Level)

**Course Title: Business Communication**

**Date: October 10, 2025**

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**Questions**

1. (a) Communication is the lifeblood of an organization." Discuss this statement by explaining the various functions of business communication, supporting your answer with examples.  
(b) Identify the barriers to effective communication and suggest one strategy to overcome each.  
(c) Differentiate between formal and informal communication networks in an organization. Provide one advantage of each.
2. (a) The modern workplace is "Digital, Social, and Mobile." Analyze the challenges and opportunities this environment presents for professional business communication.  
(b) Define noise in the communication process. Provide one example each of physical, physiological, and psychological noise.  
(c) Differentiate between downward and upward communication with suitable examples.
3. (a) Evaluate the role of interpersonal skills in effective business communication.  
(b) Describe the three-step writing process. Why is the planning stage often considered the most critical, especially for negative or persuasive messages?

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Semester: 232 (2<sup>nd</sup> Level)

**Course Title: Business Communication**

**Date: October 31, 2025**

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**Questions**

1. (a) What are the three steps in the writing process?  
(b) Write a sample internal email to employees explaining a new office attendance policy, applying the three-step writing process.  
(c) Your company is launching a new service. Draft a short plan (audience, purpose, medium) before writing the announcement.
2. (a) Analyze the differences in writing routine, positive, and negative messages.  
(b) Draft a professional email to your course instructor requesting an extension on an assignment deadline.  
(c) Write a short negative response to a supplier rejecting a late delivery, while keeping the relationship positive.
3. (a) Draft a letter to the Registrar, Bangladesh Open University, applying for the post of Section Officer, giving your qualifications, age, and experience.  
(b) Suppose your company is launching a new product and wants to use visual media to explain its features quickly.
  - i) Recommend one type of visual media (e.g., infographic, short video) that would be most effective.
  - ii) List three key pieces of information that must be included in this visual to make it effective.

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**Questions**

1. (a) Explain the process of finding and processing information for business reports.  
(b) Write an outline for a short business report on “Declining Sales in Q2 and Recommendations for Recovery.”  
(c) Draft the introduction of a proposal to open a new branch in another city.
2. (a) Discuss the stages of developing a business presentation.  
(b) Analyze the challenges of delivering presentations in a digital environment.  
(c) Prepare a short presentation outline on “The Benefits of Teamwork in Organizations.”
3. (a) How should a candidate prepare for an interview? Why is follow-up communication important after an interview?  
(b) Write a professional cover letter applying for an internship at a multinational company.

  
**শুন্স অর বিজ্ঞেস**  
**Bangladesh Open University**  
**BBA Program**  
**Semester 232**

**Course : Computer Application**

**Due on : October 10, 2025**

**(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.*



1. Assignments must be submitted on A4 size paper in own hand writing.
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3. Assignments must be submitted to the **coordinator** of the study center you are attached with.
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1.1. Mention the types of computer systems.

1.1.1. A supermarket wants to analyze decades of climate data to forecast demand for seasonal clothing types. Which type of computer system would be most suitable and why in this case?

1.1.2. A small logistics start-up has limited budget but needs computers for inventory and accounting. Should they choose microcomputers or mainframes? Explain using the case.

1.2. An IT manager compares the speed and cost of 3rd-generation computers (IC-based) with 5th-generation computers (AI-driven). How does this influence decision-making in modern businesses?

1.3. List the input and output devices usually used in computing. A small coffeeshop uses microcomputers for sales and billing. Which input and output devices would improve speed and customer experience?

1.4. We now see that the supermarkets use computers for billing. However, few retail chains installed touchscreen kiosks for self-ordering. What are the advantages and limitations of touchscreen kiosks compared to traditional input devices?

1.5. Now-a-days the banks got ATMs for self-withdrawing money and perform some transactions on screen. Suppose, a bank introduces biometric authentication at its ATMs. Which input/output devices are involved in this case compared to traditional ATMs, and how do they improve security?

1.6. From Questions 1.1 -1.5, a number of devices and computer systems needs to be identified. Prepare and add the collection of images/photos of the these devices and computers you identified while writing the answers of the questions specified above.

  
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**Semester 232**

**Course : Computer Application**

**Due on : October 31, 2025**

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- 2.1. Suppose, as a freelancer, your friend needs to work with large video files. How should he balance RAM, cache, and secondary storage to ensure smooth performance of his computer?
- 2.2. Suppose, your friend's office computer is slow despite having enough secondary storage, which hamper his works. How would better memory organization solve the issue?
- 2.3. Mention the operating systems that are widely used in the world now. Give examples of propriety system software and open-source software. Suppose, your office must decide between buying proprietary system software or using open-source alternatives. What factors should be considered?
- 2.4. If a clinic needs to implement a new patient record system. Why is the choice of operating system critical for performance, security, and reliability?
- 2.5. Distinguish between centralized database and distributed database. A RMG company wants to analyse customer preferences across countries What type of database system would be most efficient, and why? Justify.
- 2.6. 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?
- 2.7. If your computer display doesn't work, what can be the reasons? List them down.

  
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**Semester 232**

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- 3.1. Mention the types of computer networks. Suppose, a leading company in Bangladesh got a number of branches countrywide. If the company wants secure communication between its head office and branches, which type of network would be best suited?
- 3.2. What do you mean by cloud computing? An online shop suffers from slow website response during peak sales. How can network management and cloud computing resolve the issue?
- 3.3. List the social media applications used for e-commerce purpose with examples. A small business relies on Facebook and Instagram for customer outreach. What risks does this dependency create, and how can they diversify?
- 3.4. Suppose, a local restaurant wants to expand online via social media and e-commerce platforms. What IT infrastructure is necessary to integrate physical and digital operations?
- 3.5. What are the AI tools that can help marketing agencies to create campaign contents? What are the ethical concerns? If a bank wants to implement AI-powered chatbots for customer service, what challenges and benefits should they expect?



**YouTube**

3.6. 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:

- 3.6.1. A video [maximum 5 mins] on the steps for opening a YouTube channel.
- 3.6.2. A video [maximum 5 mins] on the role of digital footprint in career progress.