

**Bangladesh Open University**  
BBA Program  
Semester: 202 (2<sup>nd</sup> Level)

**Course Title: Fundamentals of Management**

**Date: November 25, 2022**

**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).
- Don't make spiral binding. Instead, make soft binding.
- Submit the assignment to the respective course tutor and ensure his/her signature on your Assignment Acknowledgement Form (see page#4 of Semester Calendar).

**Questions**

1. (a) How would you define management? And who is a manager?  
(b) How would you distinguish management from organisation and administration?  
(c) Discuss the functions of Management. Explain the types of managerial skill.
2. (a) What do you understand by planning? And why should managers plan? Discuss.  
(b) What are different types of plans? Discuss them in brief.  
(c) Describe the effective implementation of strategic plan.
3. (a) What is organizing? State the logic of organizing.  
(b) Explain the nature of organizing.  
(c) What do you mean by effective span? Briefly explain the factors determining an effective span of management.

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**Questions**

1. (a) What is motivation? Elaborate on theory-X and theory-Y assumptions about people.  
(b) Describe the Maslow's Hierarchy of Needs Theory of motivation.
2. (a) What is Leadership? Who will be a good and successful Leader?  
(b) Discuss the leadership styles in Managerial Grid.  
(c) Briefly explain the trait theory of leadership.
3. (a) What do you mean by Controlling? Explain the steps in control process.  
(b) Describe the steps of controlling in management.  
(c) Explain the techniques of controlling.

**Bangladesh Open University**

BBA Program

Semester: 202 (2<sup>nd</sup> Level)**Course Title: Principles of Marketing****Date: November 25, 2022****Instructions**

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**Questions**

1. (a) What is strategic planning? Explain marketing's role in strategic planning and how marketing works with its partners to create and deliver value to its customers.  
(b) Describe the elements of a customer-driven marketing strategy and mix, and the forces that influence it.
2. (a) How do consumers respond to various marketing efforts the company might use? List the buyer characteristic that affect buyer behavior and discuss which one (s) would influence your most when making a new mobile purchase decision.  
(b) Explain the stages of the consumer buyer decision process and describe how you went through this process to make a recent purchase.
3. (a) Name and describe the four major sets of variables that might be used in segmenting consumer markets.  
(b) Discuss how companies differentiate and position their products for maximum competitive advantage in the marketplace.

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**Course Title: Principles of Marketing**

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**Questions**

1. (a) How does an industrial product differ from a consumer product? Discuss the types of industrial products and provide an example of each.  
(b) Discuss the brand development strategies marketers use to develop brands. Provide an example of each strategy.
2. (a) Describe the four characteristics of services that marketers must consider when designing marketing programs.  
(b) As services differ from tangible products, they often require additional marketing mix. what are those? Explain.
3. (a) Name and describe the major steps in the new-product development process.  
(b) Discuss in brief the stages of the product life cycle and how marketing strategies change during the product life cycle.

**Bangladesh Open University**

BBA Program

Semester: 202 (2<sup>nd</sup> Level)**Course Title: Microeconomics****Date: November 25, 2022****Instructions**

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**Questions**

1. Define the term economics in your own words. 'Economics is a dismal science'. Do you agree? Give reasons for your answers?
2. What is opportunity cost? If a resource can only produce 50 units of bread and it doesn't have any other uses, what will be the opportunity cost of producing 50 units of bread? Explain.
3. Are micro and macroeconomics interdependent on each other? Give reasons for your answer.
4. Using the supply analysis, describe the recent increase in food items worldwide.
5. What is the difference between demand and want? "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 graphs.
6. Distinguish between *supply* and *quantity supplied*. Suppose, due to cyclone, the vegetable gardens nearby your city have been damaged severely. Explain how this natural calamity affected the supply of vegetables in your city. Use graphs.
7. Consider the following simplify demand-supply functions Demand:  $Q = 200 - 2P$  Supply:  $Q = 20 + 4P$  What are the equilibrium price and quantity sold? (Hint: Just equate demand and supply equations.

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BBA Program  
Semester: 202 (2<sup>nd</sup> Level)

**Course Title: Microeconomics**

**Date: December 23, 2022**

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**Questions**

1. As a business manager, how do you find the demand elasticity to be useful? Also, can you forecast your revenues in case you know the demand elasticity?
2. Examine the concept of price elasticity of demand. Which of the two methods of measuring it is preferred by you and why?
3. Discuss the main features of monopolistic competition. Complement your answer with real world example.
4. Distinguish between short-run and long-run production functions. "Short-run and long-run are not defined here in terms of a specific time, rather these are defined in terms of the variability of the of the factors of production" – do you agree with the statement? Explain.
5. What are the characteristics of a perfectly competitive market structure? Explain how a competitive firm reaches its equilibrium?
6. What is monopoly? Suppose, Firm-X only produces a product which is not produced by any other firm in the market; however, the product got close substitutes. Can we consider this firm as monopolist firm? Explain.
7. Why is there so much advertising in oligopoly? How does such advertising help consumers and promote efficiency? Why might it be expensive at times?

**Bangladesh Open University**  
BBA Program  
Semester: 202 (2<sup>nd</sup> Level)

**Course Title: Business Communication**

**Date: November 25, 2022**

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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) Why is feedback necessary in communication?
3. (a) Distinguish between verbal and non-verbal communication. Explain different forms of non-verbal communication.  
(b) What do you mean by 'status consciousnesses' and 'unclarified assumptions'? How do they impede communication?

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**Questions**

1. (a) What factors should be considered while planning a business letter? Explain.  
(b) Write a letter to Bangladesh Railway complaining about the receipt of goods in damaged conditions and claiming compensation.
2. (a) Discuss different formats of business letter.  
(b) Write an application with a CV in response to the following advertisement:  
“Wanted some ‘HR Executives’ for a business house in Chittagong. Candidates should preferably be a BBA with three years experience in administration. Apply stating the particulars and salary expected to the Manager HRM, ABC Company Limited, 3/A, Agrabad C/A, Chittagong by December 15, 2022.”
3. (a) Explain different parts of a formal report?  
(b) As a Human Resource Manager of Sayem Spinning Mills, Narayanganj write a report to the General Manager on a recent labor unrest in your organization.




  
**Bangladesh Open University**  
**BBA Program**  
**Semester: 202**

**Course: Computer Applications**

**Date: November 25, 2022**

***Instructions for Assignment Submission***

 <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/> <table style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: right;"><b>Assignment -1</b></td> <td style="font-size: 2em;">}</td> <td style="background-color: yellow; text-align: center;"><b>10</b></td> </tr> <tr> <td style="text-align: right;"><b>Assignment -2</b></td> <td style="font-size: 2em;">}</td> <td style="text-align: center;"><b>10</b></td> </tr> </table>	<b>Assignment -1</b>	}	<b>10</b>	<b>Assignment -2</b>	}	<b>10</b>
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<b>Assignment -2</b>	}	<b>10</b>					


- 1.1. Mention the names of 3 leading system software currently available. Which system software is commonly used in Bangladesh?
- 1.2. What are the ways we can capture the screens? Name few software widely used for screen capture.
- 1.3. What is language translator? Mention the names of 3 leading online language translation engines.
- 1.4. What is the difference among tab, laptop, desktop computer and smartphone in terms of their useability?
- 1.5. Mention the ways of converting MS Word files into PDF. How can we edit PDF files?

  
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Assignment -1	}	10						
Assignment -2	}	10						

- 2.1. How can you personalize your display? If you like change the background of a monitor, what steps you will need to follow?
- 2.2. How can we print our documents via WiFi printer? What steps you need to perform to connect with a WiFi printer?
- 2.3. Mention few video editing tools/software. Which one you think most handy?
- 2.4. If you are asked to submit your 20-page handwritten assignment as a PDF file, how can you do it by using your mobile phone? Mention the alternative options.
- 2.5. 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:
  - 2.5.1. 5 minute-video on the bad effects of cyber bulling
  - 2.5.2. 5 minute-video on the awareness against hacking