

Bangladesh Open University**BBA Program****Semester: 242 (2nd Level)****Course Title: Fundamentals of Management****Date: 11 September, 2026****Instructions**

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Questions

1. A) What do you understand by management? Do you think management is necessary for the socio-economic development of a country? How? Illustrate.
B) Describe the skills that are essential for a manager to be successful in the organization.
C) Explain the principles of management given by Henry Fayol.
2. A) What do you understand by planning? How planning is different from strategic planning? Why do a manager plan? Discuss.
B) Define objective with example. How a manager set objectives for his organization? Explain.
C) What is MBO? Describe the situations where MBO might not provide expected outcomes for the organizational success?
3. A) What is a decision making? How an organization actually make decision?
B) Explain the necessity of decision making in an organization.
C) Distinguish between programed and non-programed decisions. Illustrate with example.

Bangladesh Open University

BBA Program

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Course Title: Fundamentals of Management

Date: 02 October, 2026

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1. A) What is organizing? Describe the process of organizing.
B) What do you understand by centralization? Describe the factors that have influence on the level of centralization and decentralization.
C) What is delegation of authority? Describe the principles of delegation of authority. To what extent the authority should be delegated? Discuss.
2. A) What is staffing? Do you think staffing is affected by situational issues? How? Justify your comment.
B) What is recruitment? Explain the sources of external recruitment.
C) Which sources of recruitment is better over another? Justify.
3. A) Explain in detail the selection process of employees.
B) Describe the ways of conducting interview with a view of employee selection in the organization.
C) How will you socialize your employees with the organization? Illustrate.

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1. A) What is motivation? Describe the process of motivation.
B) Describe the Hierarchy of Needs Theory given by Maslow. Do you find any similarities of dissimilarities between Maslow's motivation theory and Herzberg's motivation theory? Explain.
C) Discuss the Equity Theory of motivation.
D) State the assumptions of theory-X and theory-Y.
2. A) what is leadership? State the differences between a good leader and manager.
B) "Leaders are born, not made" - comment on this statement.
C) Describe the path-goal theory of leadership.
3. A) what is controlling? Describe the steps that are followed in the organizational controlling system.
B) As a manager what measures will you follow in making the controlling system effective in your Organization? Explain.
C) What is non-budgetary control? How can you make non-budgetary control effective? Illustrate.

Bangladesh Open University

BBA Program

Semester: 242 (2nd Level)**Course Title: Principles of Marketing****Date: 11 September, 2026****Instructions**

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Questions

1. (a) Explain the importance of marketing knowledge for business professionals and analyze how it contributes to achieving organizational success.
(b) Compare and contrast the concepts of customer needs, wants, and demands. Classify the following products: Atlas bicycle, Nike shoes, and LG refrigerator by explaining the underlying customer need and the corresponding customer want for each.
(c) Evaluate the major marketing management philosophies and justify which philosophy is most likely to ensure long-term organizational success. Critically analyze the limitations of the selling concept by using appropriate business examples.
(d) Analyze and differentiate the societal marketing concept from the marketing concept and the selling concept. Illustrate your answer with relevant examples from the contemporary corporate environment.
2. (a) A refrigerator manufacturer obtains the compressors it uses in production from a company-owned subsidiary that also sell to other manufacturers. The subsidiary is smaller and less profitable than are competing producers, and its growth rate has been below the industry average during the past five years. Define which cell of BCG growth-share matrix this strategic business unit would fall into. What should the parent company do with this SBU?
(b) Why is controlling necessary in the marketing plan? How can it help in your organization to achieve the goal against the annual plan? .
3. (a) How do consumers influence a company's macroenvironment and overall marketing strategy?
(b) Analyze the factors that lead consumers to exhibit complex buying behavior when purchasing expensive or infrequently bought products. Compare and contrast complex buying behavior with habitual buying behavior, using relevant examples.

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Questions:

1. (a) Discuss the purpose of sales promotion.
(b) Can the effects of advertising, sales promotion, and public relations be separated when they are run at the same time? How would you evaluate the effectiveness of each element in this mix?
2. (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.
3. (a) Identify various bases for segmenting consumer markets, business markets, and international markets.
(b) A ceramic products company of Bangladesh has decided to go international. What variables should the company use to segment the world market for ceramic products? Why?
(c) Describe the different ways for effective segmentation.

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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) In designing the advertising for an ice cream, which would you find more helpful: information about consumer demographics or consumer lifestyles? Give examples of how you would use each type of information.
2. (a) Name and describe the four major sets of variables that might be used in segmenting consumer markets. Which segmenting variable(s) is Bata Company using?
(b) Discuss the brand development strategies marketers use to develop brands. Provide an example of each strategy.
3. (a) Suppose you are going to purchase a Smart LED TV to watch the 2026 World Cup. Identify the factors that have influenced your decision-making process.
(b) State the differences between value-based pricing and cost-based pricing. Name and describe the two types of value-based pricing methods.

Bangladesh Open University

BBA Program

Semester: 242 (2nd Level)

Course Title: Microeconomics

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Questions

1.		Bangladesh has recently experienced repeated floods and extreme heatwaves that have reduced rice production. At the same time, production costs have increased due to higher fertilizer, transport and fuel prices. Consequently, rice prices have risen sharply, affecting both consumers and producers. Answer the following questions:
	(a)	Explain how these events affect the demand and supply of rice.
	(b)	Illustrate the changes using demand and supply diagrams.
2.	(a)	Explain why scarcity is considered the central problem of every economy.
	(b)	How scarcity gives rise to the problems of "What to produce", "How to produce", and "For whom to produce."
	(c)	Explain the concept of opportunity cost using an example of government budget allocation between healthcare and infrastructure development.
3.	(a)	Many consumers postponed purchasing laptops during the COVID-19 pandemic, while others rushed to purchase them. Using the concept of expectations, explain why demand can increase or decrease even when current prices remain unchanged.
	(b)	Luxury watches often become more desirable as their prices increase. Discuss why this phenomenon appears to contradict the Law of Demand.
	(c)	Differentiate between Giffen goods and Normal goods.

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Questions:

1.	(a)	Define Price Elasticity of Demand and explain methods of measuring it.				
	(b)	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	60	50	30,000	150
		After change in the price of Y	60	60	30,000	180
		After change in income	60	50	36,000	165
	(c)	A pharmaceutical company manufactures life-saving medicines. Would you expect demand for these medicines to be elastic or inelastic? Explain your answer.				
2.	(a)	Describe the concept of Indifference Curves and their characteristics.				
	(b)	Explain why a higher indifference curve represents a higher level of satisfaction.				
3.		A consumer has an income of Tk. 600. The price of X is Tk. 60 and the price of Y is Tk. 30.				
	(a)	Write the budget equation. Calculate the maximum quantity of X the consumer can purchase and the maximum quantity of Y the consumer can purchase.				
	(b)	Explain graphically how consumer equilibrium is achieved through tangency between the budget line and an indifference curve.				

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Questions

1.	(a)	Describe the characteristics of Monopolistic Competition. Provide an example of a product that operates in this market structure.																		
	(b)	Explain why the monopolist's AR curve slopes downward.																		
2.		The total cost schedule of a firm is given below: <table><tr><th>Output</th><th>Total cost (Tk.)</th></tr><tr><td>0</td><td>200</td></tr><tr><td>1</td><td>260</td></tr><tr><td>2</td><td>300</td></tr><tr><td>3</td><td>330</td></tr><tr><td>4</td><td>370</td></tr><tr><td>5</td><td>430</td></tr><tr><td>6</td><td>520</td></tr><tr><td>7</td><td>650</td></tr></table> Total Fixed Cost= 200 (Tk.) Now, from the information, answer the below-	Output	Total cost (Tk.)	0	200	1	260	2	300	3	330	4	370	5	430	6	520	7	650
Output	Total cost (Tk.)																			
0	200																			
1	260																			
2	300																			
3	330																			
4	370																			
5	430																			
6	520																			
7	650																			
	(a)	Calculate for every output level: Total variable cost, Average fixed cost, Average variable cost, Average total cost and Marginal cost.																		
	(b)	Identify the output at which average total cost is lowest.																		
	(c)	Explain the relationship between marginal cost and average total cost before and after the minimum point of average total cost.																		
3.	(a)	Distinguish between returns to a variable factor and returns to scale.																		
	(b)	Discuss why the Law of Variable Proportions is a short-run phenomenon and why returns to scale are a long-run phenomenon.																		

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BBA Program

Semester: 242 (2nd Level)

Course Title: Business Communication

Date: 11 September, 2026

Instructions for Assignment Submission



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2. Completed cover must be used on the top of each assignment as per the specimen cover page in the Semester Calendar)
3. Assignments must be submitted to the **coordinator** of the study center you are attached with.
4. Spiral binding must be avoided. Instead, transparent folder or file cover or any other soft binding may be used.
5. Contact e-mail address & 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".
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).
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Assignment Marks distribution

Assignment -1	10
Assignment -2	10
Assignment -3	10

Questions

- 1.1. What is communication? Do you think that communication is merely a conversation? If not, what factors are critical for a meaningful communication. Give examples.
- 1.2. Draw a detailed map connecting all your communication points in your in your personal, social and institutional life. Categorise the communication types against each of the receiver groups. Prepare a spreadsheet like below:

Domain of communication	Receiver's status	Purposes of communication	Means of communication	Rank the means as per their effectiveness

- 1.3. Give a specific real-life example from your own context where your purpose was to raise level of productivity of particular person or team. Could you identify some noise that you experienced while communicating with your subordinates?
- 1.4. Imagine you have been assigned the task of creating a job description. Identify a job, locate at least two sample job descriptions, and create one. Identify what kind of communication skills may help you perform the task meaningfully.
- 1.5. How does cultural variation affect communication process? Read the following case related to an US Project and explain whether there was any communication issue liable for the failure of the project.

A project management consultant from the United States was asked to evaluate the effectiveness of a U.S. project management team executing a project in Mumbai, India. The project team reported that the project was on schedule and within budget. After a project review meeting where each of the engineering leads

reported that the design of the project was on schedule, the consultant began informal discussions with individual engineers and began to discover that several critical aspects of the project were behind schedule. Without a mitigating strategy, the project would miss a critical window in the weather between monsoon seasons. The information on the project flowed through a cultural expectation to provide positive information. The project was eventually cancelled by the U.S. corporation when the market and political risks increased.

Do you think negativity can destroy communication? If yes, how? Explain with examples from your own context.

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Assignment -3	10

Questions:

- 2.1. Identify a problem at your family/institution/locality that need to solve. For solving the problem, develop the targets, strategy/ies, actions and tools for measuring the achievements. Prepare a spreadsheet like below:

Statement of the problem	Key components of the problem	Targets	Strategies	Actions	Outcomes	Degree of Achievement (%)

- 2.2. What are the strengths of non-verbal communication? Suppose, a Chinese team came to visit some historical places in Bangladesh. If they don't have any interpreter with them, how effective their visit will be? How they will communicate with local people here? Explain.
- 2.3. "It is believed that no-verbal communication is universal, whereas verbal communication location specific" – do you agree? Justify your answer.
- 2.4. How do stereotypes or specific dependence on a particular belief influence our communication process? Give some examples.

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Questions

- 3.1. What are the communication mistakes? Why do communication mistakes occur? Give some examples of the cost of communication mistakes.
- 3.2. Mention categorically the purposes of using Biodata, CV, Resume, Profile and Portfolio. Look at the cases in the following table and identify the type of document [CV, Biodata, Resume, Profile and Portfolio] you are supposed to share against each of the cases:

Cases	Document to be shared
Marriage	
Admission at MIT	
Employment at MNC Limited	
Showcasing your abilities to potential employers	

- 3.3. What are the key things you must consider to make your presentation meaningful? Look at the following presentation types, audience and identify the key factors you need to consider against each of the presentation types:

Presentation style	Audience type	Purpose	Key factors to be considered
Individual presentation	Teachers and students	Empowerment	
Group presentation	Participants in an international conference	Convincing the donors	
Individual presentation	Foreign buyers from Japan	Increasing Sales	
Individual presentation	Selection committee for an executive position (marketing)	Getting the job	
Individual speech	Public gathering of village households	Getting their support to establish RMG factory	

- 3.4. What is communication ethics? Describe the effect of social media on ethical values.

3.5. Record 2 videos on the following issues and upload them into your YouTube channel and share the LINK and QR code on the assignment:

- 3.5.1. 3-5 minutes video presentation on the impact of phone-based childhood on mental health of the adolescents.
- 3.5.2. 3-5 minutes video on the non-violent communication process to settle down a dispute in your societal or institutional context.

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BBA Program

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Questions

1. Describe the five generations of computers. How has each generation contributed to improving business operations and organizational productivity?
2. A commercial bank currently relies on outdated computer systems that frequently experience slow processing and maintenance problems.
Analyze:
 - (i) Which generation of computers is currently being used?
 - (ii) What limitations might the bank face?
 - (iii) What benefits would the bank gain by upgrading to modern computer systems?
3. Explain the organization of a microcomputer system with a neat diagram. Describe the functions of each major component.
4. An office employee reports that a computer accepts input but does not display any output on the monitor. Identify the possible hardware components responsible for this problem and explain how each component should be checked.

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Questions:

1. Differentiate between system software and application software with suitable examples.
2. A company currently uses only spreadsheet software to manage all its financial records, inventory, and customer information. Evaluate the advantages and disadvantages of relying on a single application package for multiple business functions.
3. What is an operating system? Explain its major functions in managing computer hardware and software resources.
4. An organization experiences frequent system crashes and slow performance because employees install unauthorized software. Discuss how the operating system can help improve system security and resource management.

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Questions

1. Define Information Technology (IT). Explain its major applications in business organizations.
2. A local clothing retailer plans to expand its business by launching an online shopping platform. Develop an IT-based strategy by explaining:
 - (i) The technologies required
 - (ii) Payment systems
 - (iii) Digital marketing tools
 - (iv) Customer service technologies
 - (v) Expected business benefits
3. Explain the concepts of computer security, privacy, and data protection. Discuss common cyber threats and preventive measures.
4. A government plans to digitize all public services through an online portal. However, many rural citizens have limited access to computers and the internet. Critically discuss:
 - (i) The benefits of digital government services
 - (ii) The challenges of digital inequality
 - (iii) Strategies to improve digital inclusion while ensuring privacy and cybersecurity