Assignment # 1

স্কুল অব বিজনেস

BBA 4315

Bangladesh Open University

BBA Program
Semester: 242 (4th Level)

Course Title: Auditing **Date : 11 September, 2026**

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).
- 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) "Auditing begins where accounting ends." Explain. how does accounting differ from auditing?
   (b) Explain with examples the classes of errors that may exist in the books of account and records of a business and state the effect of such errors on the trial balance.
   (c) What is continuous audit and to what class of business is it especially applicable? State briefly the advantages of and the objections to an audit of this nature.

2. (a) Explain the difference between compliance procedures and substantive procedures.
   (b) What are test checks and when are they used?
   (c) What precautions should be taken while using test checking in audit?

3. (a) Suppose, you are in charge of auditing a petty cash book and petty cash account. To what extent should you examine petty cash transactions?
   (b) What are the requisites of good internal control? Discuss the procedure of internal control for a manufacturing concern.
   (c) What are the limitations of internal control systems?

Assignment # 2

স্কুল অব বিজনেস

Bangladesh Open University
BBA Program
Semester: 242 (4th Level)

BBA 4315

Course Title: Auditing **Date: Date : 02 October, 2026**

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).
- 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) Why do auditors use sampling instead of examining all records?
   (b) What are the main methods of selecting a sample in audit?
   (c) Explain the difference between sampling risk and non-sampling risk.
   (d) What factors should be considered when determining sample size?

2. (a) What is meant by vouching in auditing?
   (b) Why is vouching called the backbone of auditing?
   (c) What are the essential points to be considered while vouching?
   (d) Differentiate between vouching and verification.

3. (a) What are the auditor's procedures for verifying cash in hand and cash at bank?
   (b) How does the auditor verify inventory or stock?
   (c) How should liabilities be verified by the auditor?
   (d) Why is proper vouching and verification critical to audit quality?

Assignment # 3

স্কুল অব বিজনেস

BBA 4315

Bangladesh Open University

BBA Program

Semester: 242 (4^{th} Level)

Course Title: Auditing **Date: Date : 30 October, 2026**

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).
- 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) What is a company audit?
   (b) What are the duties of a company auditor?
   (c) What is the auditor's responsibility regarding fraud detection in a company audit?

2. (a) What are the basic elements of an audit report?
   (b) What is an audit certificate, and how does it differ from an audit report?
   (c) What are the differences between an audit report and a management report?
   (d) What are the auditor's liabilities regarding audit reports and certificates?

3. (a) How does an operational audit differ from a financial audit?
   (b) What are the key steps involved in planning an operational audit?
   (c) What are the common techniques used to collect audit evidence in an operational audit?
   (d) How does an operational auditor assess the efficiency and effectiveness of operations?

Assignment # 1

স্কুল অব বিজনেস

BBA 4316

Bangladesh Open University

BBA Program

Semester: 242 (4th Level)

Course Title: Financial Accounting-II **Date: 11 September, 2026**

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 the spiral binding. Instead, make the soft binding.
- Submit the assignment to the respective course tutor and ensure his/her signature on your Assignment Acknowledgement Form (see page#4 of the Semester Calendar).

Questions	Bloom's Taxonomy Level
1. (a) Distinguish between a manual accounting system and a computerized accounting system. (b) Abid Hasan Company uses a six-column cash receipts journal with the following columns. Cash (Dr.) Other Accounts (Cr.) Sales Discounts (Dr.) Cost of Goods Sold (Dr.) and Accounts Receivable (Cr.) Inventory (Cr.) Sales Revenue (Cr.) Cash receipts transactions for July 2026 are as follows. July 3 Cash sales total Tk. 5,80,000 (cost, Tk. 3,48,000). 5 Received a check for Tk.6,37,000 from Jesmin Company in payment of an invoice dated June 26 for Tk.6,50,000, terms 2/10, n/30. 9 Abid Hasan, the proprietor, made an additional investment of Tk.5,00,000 in cash in the business. 10 Cash sales total Tk. 12,51,900 (cost, Tk. 7,51,100). 12 Received a check for Tk. 7,27,500 from Radisson & Co. in payment of a Tk. 7,50,000 invoice dated July 3, terms 3/10, n/30. 15 Received an advance of Tk. 70,000 cash for future services. 20 Cash sales total Tk.15,47,200 (cost, Tk.9,28,300). 22 Received a check for Tk. 5,88,000 from Bedford Company in payment of a Tk. 6,00,000 invoice dated July 13, terms 2/10, n/30. 29 Cash sales total Tk.17,66,000 (cost, Tk.10,59,600). 31 Received cash of Tk. 20,000 for interest earned for July. ***Required:*** (i) Journalize the transactions in the cash receipts journal. (ii) Contrast the posting of the Accounts Receivable and Other Accounts columns.	C1, C2, C3
2. (a) "Internal control is concerned only with enhancing the accuracy of the accounting records." Do you agree? Explain.	C2, C3

(b) Nova Company’s bank statement for May 2026 shows the following data:

(i)

Balance 5/1	Tk.12,650	Balance 5/31	Tk.14,280
Debit memorandum:		Credit memorandum:	
NSF cheque	Tk. 175	Collection of note receivable	Tk. 505

The cash balance per books at May 31 is Tk.13,319. Your review of the data reveals the following:

1. The NSF cheque was from Eva Company, a customer.
2. The note collected by the bank was a Tk.500, 3-month, 12% note. The bank charged a Tk. 10 collection fee. No interest has been accrued.
3. Outstanding cheques at May 31, total Tk. 2,410.
4. Deposits in transit at May 31, total Tk. 1,752.
5. A Nova company cheque for Tk. 352, dated May 10, cleared the bank on May 25. This cheque, which was a payment on account, was journalized for Tk. 325.

Required:

(ii) Prepare a bank reconciliation statement as of May 31.

(iii) Journalize the entries required by the reconciliation.

3. (a) Discuss the issues that are significant in explaining accounts receivable. — C1, C2, C3

(b) On January 1, 2025, Harrier Company had Accounts Receivable Tk.139,00,000, Notes Receivable Tk.25,00,000, and Allowance for Doubtful Accounts Tk.13,20,000. The note receivable is from Walton Company. It is a 4-month, 9% note dated December 31, 2025. Harrier Company prepares financial statements annually at December 31. During the year, the following selected transactions occurred.

Jan. 5	Sold Tk.20,00,000 of merchandise to Rangs Company, terms n/15.
20	Accepted Rangs Company’s Tk.20,00,000, 3-month, 8% note for balance due.
Feb.18	Sold Tk.8,00,000 of merchandise to Patway Company and accepted Patway’s Tk.8,00,000, 6-month, 9% note for the amount due.
Apr. 20	Collected Rangs Company note in full.
30	Received payment in full from Walton Company for the amount due.
May 25	Accepted Singer Ltd.’s Tk.6,00,000, 3-month, 7% note in settlement of a past-due balance on account.
Aug 18	Received payment in full from Patway Company on the note due.
25	The Singer Ltd. note was dishonored. Singer Ltd. is not bankrupt; future payment is anticipated.
Sept.1	Sold Tk.12,00,000 of merchandise to Sunlight Company and accepted a Tk.12,00,000, 6-month, 10% note for the amount due.

Required:

Journalize the above transactions.

Assignment # 2	স্কুল অব বিজনেস	BBA 4316

Bangladesh Open University

BBA Program

Semester: 242 (4th Level)

Course Title: Financial Accounting-II **Due on: 02 October, 2026**

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 the spiral binding. Instead, make the soft binding.
- Submit the assignment to the respective course tutor and ensure his/her signature on your Assignment Acknowledgement Form (see page#4 of the Semester Calendar).

Questions	Bloom's Taxonomy Level
1. (a) Define current liabilities and explain how they can be settled. (b) Mr. Al-Amin is employed as a Junior Officer of Dandy Dyeing Mills Limited with the following pay and allowances per month. Basic pay — Tk. 20,000 Ad hoc relief-5% of basic pay Conveyance allowance — 6,000 Medical allowance — 2,000 Entertainment allowance — 3,000 He is provided with free furnished accommodation, the annual rental value of which is Tk. 96,000. The company has a contributory provident fund system. Accordingly, 10% of the basic pay of each employee is deducted against the provident fund to which the company also contributes an equal amount. On March 31, 2026, in preparing the payroll, the following deductions are made from his gross salary: • Income tax 5% of basic pay. • Provident fund advance Tk. 1,000 per month. • Union dues-1% of basic pay. Provision for gratuity is to be made @10% of basic pay, which is payable when the employee leaves the service of the organization. ***Required:*** (i) Calculate the take-home pay of Mr. Al-Amin. (ii) Post the figures in the payroll register of Dandy Dyeing Mills Limited. (iii) Show the journal entries relating to the accrual and payment of salary. (iv) Show the journal entries for the payment of all payroll-related liabilities.	C2, C3

2. (a) What are the differences between Payment from Personal Assets and Partnership Assets? (b) Sajal and Uzzal started a partnership business with a capital of Tk.12,00,000 and Tk.18,00,000 respectively. During 2025, the partnership earned a net income of Tk. 16,00,000. During the year, Sajal withdrew Tk. 3,60,000 as drawings, while Uzzal withdrew Tk. 4,80,000. **Required:** (i) Assume the partnership income-sharing agreement calls for income to be divided 45% to Sajal and 55% to Uzzal. Prepare the journal entry to record the allocation of net income. (ii) Assume the partnership income-sharing agreement calls for income to be divided with a salary of Tk.30,000 to Sajal and Tk.25,000 to Uzzal, with the remainder divided 45% to Sajal and 55% to Uzzal. Prepare the journal entry to record the allocation of net income. (iii) Assume the partnership income-sharing agreement calls for income to be divided, with a salary of (iv) Tk. 40,000 to Sajal and Tk. 35,000 to Uzzal, interest of 10% on the beginning capital, and the remainder divided 50%–50%. Prepare the journal entry to record the allocation of net income. (v) Compute the partners' ending capital balances under the assumption in part (iii).	C2,C3
3. (a) Explain the basic considerations of share issuance that a company must take into account. (b) Altex Company had the following transactions during the current period. Mar. 2 Issued 5,000 shares of Tk.50 par value common stock to attorneys in payment of a bill for Tk.3,00,000 for services performed in helping the company to incorporate. June 12 Issued 60,000 shares of Tk.50 par value common stock for cash of Tk.37,50,000. July 11 Issued 1,000 shares of Tk.1,000 par value preferred stock for cash at Tk.1,100 per share. Nov. 28 Purchased 2,000 shares of treasury stock for Tk.8,00,000. **Required:** Journalize the transactions.	C2, C3

Assignment # 3	স্কুল অব বিজনেস	BBA 4316

Bangladesh Open University

BBA Program

Semester: 242 (4^{th} Level)

Course Title: Financial Accounting-II **Due on: 30 October, 2026**

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 the spiral binding. Instead, make the soft binding.
- Submit the assignment to the respective course tutor and ensure his/her signature on your Assignment Acknowledgement Form (see page#4 of the Semester Calendar).

Questions	Bloom's Taxonomy Level
1. (a) What items does a company report in the stockholders' equity section of the balance sheet? (b) Dolphin Company was organized on January 1, 2025. It is authorized to issue 20,000 shares of 8%, Tk.100 par value preferred stock, and 8,00,000 shares of no-par common stock with a stated value of Tk.2 per share. The following stock transactions were completed during the first year. Jan. 10 Issued 90,000 shares of common stock for cash at Tk.4 per share. Mar. 1 Issued 6,000 shares of preferred stock for cash at Tk.105 per share. Apr. 1 Issued 20,000 shares of common stock for land. The asking price of the land was Tk.1,00,000. The fair value of the land was Tk.90,000. May 1 Issued 70,000 shares of common stock for cash at Tk.4.50 per share. Aug. 1 Issued 12,000 shares of common stock to attorneys in payment of their bill of Tk.36,000 for services performed in helping the company organize. Sept. 1 Issued 15,000 shares of common stock for cash at Tk.5 per share. Nov. 1 Issued 2,000 shares of preferred stock for cash at Tk.109 per share. **Required:** (i) Journalize the transactions. (ii) Post to the stockholders' equity accounts. (Use T-accounts.) (iii) Prepare the paid-in capital section of stockholders' equity at December 31, 2025.	C2,C3
2. (a) Explain the difference between issuing bonds at a discount and issuing them at a premium. (b) The following are two independent situations. (i) Nuha Corporation redeemed Tk.1,30,000 face value, 12% bonds on June 30, 2026, at 102. The carrying value of the bonds at the redemption date was Tk.1,17,500. The bonds pay annual interest, and the interest payment due on June 30, 2026, has been made and recorded. (ii) Raisa Inc. redeemed Tk.1,50,000 face value, 12.5% bonds on June 30, 2026, at 98. The carrying value of the bonds at the redemption date was Tk.1,51,000. The	C2,C3

bonds pay annual interest, and the interest payment due on June 30, 2026, has been made and recorded.

Required:

For each independent situation above, prepare the appropriate journal entry for the redemption of the bonds.

3. (a) Between debt financing and equity financing, which one is more profitable? When? C2, C3

(b) Shahedi Company provides you with the following statement of financial position information as of December 31, 2025.

Non-current assets	Tk.2,65,000	Equity	Tk.1,20,000
Current assets	1,15,000	Long-term liabilities	1,40,000
	_______	Current liabilities	1,20,000
Total assets	Tk.3,80,000	Total equity and liabilities	Tk.3,80,000

In addition, Shahedi reported net income for 2025 of Tk. 1,60,000, income tax expense of Tk. 3,20,000, and interest expense of Tk. 13,000.

Required:

(i) Compute the debt-to-assets ratio for Shahedi for 2025.

(ii) Compute times interest earned for Shahedi for 2025.

Assignment - 1

স্কুল অব বিজনেস

Bangladesh Open University

BBA Program

Semester: 242 (2nd Level)

BBA: 4317

Course Title: Organizational Behavior **Date: 11 September, 2026**

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) Define Organizational Behavior (OB).
   (b) What are the objectives of studying Organizational Behavior?
   (c) Define globalization in the context of OB.

2. (a) What is organizational effectiveness?
   (b) Mention two contemporary challenges of Organizational Behavior.
   (c) Define attitude. Mention the components of attitude.

3. (a) Explain the relationship between attitudes and job performance. Discuss the causes and consequences of job satisfaction.
   (b) Explain the relationship among values, attitudes, and job satisfaction.
   (c) Discuss how values influence employee behaviour in organizations.

Assignment - 2

স্কুল অব বিজনেস

BBA: 4317

Bangladesh Open University

BBA Program

Semester: 242 (2nd Level)

Course Title: Organizational Behavior **Date: 02 October, 2026**

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) Define personality. Mention the determinants of personality.
   (b) What is the Big Five Personality Model? Discuss the Big Five Personality traits.
   (c) Mention two personality traits influencing Organizational Behavior.

2. (a) Explain the concept of emotional intelligence.
   (b) Explain how emotional intelligence contributes to effective leadership.
   (c) Define perception. Mention the factors influencing perception.

3. (a) Discuss the decision-making process.
   (b) Evaluate ethical challenges in managerial decision making.
   (c) Explain common biases affecting individual decision making with examples.

Assignment - 3

স্কুল অব বিজনেস

BBA: 4317

Bangladesh Open University

BBA Program

Semester: 242 (2nd Level)

Course Title: Organizational Behavior **Date: 30 October, 2026**

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) Define a group. Differentiate between formal and informal groups.
   (b) Explain different types of groups. Discuss Tuckman's stages of group development.
   (c) Explain the stages of group development with practical examples. Evaluate the strengths and weaknesses of group decision making.

2. (a) Discuss different types of teams. Explain characteristics of effective teams.
   (b) Discuss strategies for building effective teams.
   (c) Explain how quality management contributes to team effectiveness.

3. (a) Define organizational culture.
   (b) Explain the concept and characteristics of organizational culture.
   (c) A multinational company plans to build an ethical and customer-responsive organizational culture. Discuss the steps management should take to achieve this objective.

Assignment # 1

স্কুল অব বিজনেস

BBA 4318

Bangladesh Open University

BBA Program

Semester: 242 (4^{th} Level)

Course Title: Insurance and Risk Management **Date: 11 September, 2026**

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 a soft binding.
- Submit the assignment to the respective course tutor and ensure his/her signature on your Assignment Acknowledgement Form (see page#4 of the Semester Calendar).

Questions

1. (a) What is a loss exposure? How does objective risk differ from subjective risk?
   (b) What is the difference between peril and hazard? Describe the major social and economic burdens of risk on society.
   (c) Andrew owns a gun shop in a high-crime area. The store does not have a camera surveillance system. The high cost of burglary and theft insurance has substantially reduced his profits. A risk management consultant points out that several methods other than insurance can be used to handle the burglary and theft exposure. Identify and explain two noninsurance methods that could be used to deal with the burglary and theft exposure.

2. (a) Describe the characteristics of an ideally insurable risk from the viewpoint of a private insurer.
   (b) Explain the social benefits and social costs of insurance.
   (c) Buildings in flood zones are difficult to insure by private insurers because the ideal requirements of an insurable risk are difficult to meet.
   i. Identify the ideal requirements of an insurable risk.
   ii. Which of the requirements of an insurable risk are not met by the flood peril?

3. (a) Explain the objectives of risk management both before and after a loss occurs.
   (b) What are the various methods of risk-financing and risk-control? Describe all.
   (c) What conditions should be fulfilled before retention is used in a risk management program?

Assignment # 2	স্কুল অব বিজনেস	BBA 4318

Bangladesh Open University

BBA Program

Semester: 232 (4^{th} Level)

Course Title: Insurance and Risk Management **Date: 02 October, 2026**

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 a soft binding.
  Submit the assignment to the respective course tutor and ensure his/her signature on your Assignment Acknowledgement Form (see page#4 of the Semester Calendar).

1. (a) Define the meaning of underwriting. Explain the basic principles of underwriting.
   (b) Distinguish between facultative reinsurance and treaty reinsurance.
   (c) Delta Insurance is a property insurer that entered into a surplus-share reinsurance treaty with Eversafe Re. Delta has a retention limit of $200,000 per building, and up to 9 lines of insurance may be ceded to Eversafe Re. A building valued at $1,600,000 is insured with Delta. Shortly after the policy was issued, a severe windstorm caused an $800,000 loss to the building.
   Required:
   i. How much of the loss will Delta pay?
   ii. How much of the loss will Eversafe Re pay?

2. (a) What are the major categories of expenses for a life insurance company?
   (b) How is the combined ratio of a property and casualty insurance company calculated, and what does the combined ratio measure?
   (c) A large casualty insurer writes a substantial amount of private passenger auto insurance. An actuary analyzed claims data for a specific class of drivers for a recent one-year policy period. The claims data showed that the insurer paid out $30 million for incurred losses and loss-adjustment expenses for each 100,000 cars insured for one year. Based on the pure premium method, calculate the pure premium.

3. (a) Explain the principle of indemnity. How does the concept of actual cash value support the principle of indemnity?
   (b) Explain the principle of subrogation. Why is subrogation used?
   (c) Megan owns an antique table that has a current market value of $12,000. The table is specifically insured for $12,000 under a valued policy. The table is destroyed when a tornado touches down and damages Megan's home. At the time of loss, the table had an estimated market value of $10,000. How much will Megan collect for the loss? Explain your answer
   (d) Define the term "conditions." Does the insurer have to pay an otherwise covered loss if the insured fails to comply with the policy conditions? Explain your answer.

Assignment # 3	স্কুল অব বিজনেস	BBA 4318

Bangladesh Open University

BBA Program

Semester: 232 (4^{th} Level)

Course Title: Insurance and Risk Management **Date: 30 October, 2026**

<u>Instructions</u>

- Answer all questions in your <u>own handwriting</u> on <u>A4-size white paper</u>.
- Fill in the <u>cover page of your assignment</u> with care.
- Enclose the <u>photocopy of your ID card</u> with the assignment (next to the cover page).
- <u>Don't make spiral binding</u>. Instead, make a soft binding.
  Submit the assignment <u>to the respective course tutor</u> and ensure his/her <u>signature</u> on your Assignment Acknowledgement Form (see page#4 of the Semester Calendar).

1. (a) What is an endorsement or rider?
   (b. If an endorsement conflicts with a policy provision, how is this problem resolved?
   (b) Explain the purposes of deductibles in property insurance contracts.
   (c) Describe a typical coinsurance clause in an individual or group medical expense insurance policy.
2. (a) Explain the meaning of primary insurance and excess insurance.
   (b) Ashley has an individual medical expense insurance policy with a $1000 calendar-year deductible and a 20 percent coinsurance clause. Ashley had outpatient surgery to remove a bunion on her foot and incurred medical bills of $10,000. How much will Ashley's insurer pay? How much will Ashley have to pay?
   (c) What is the purpose of other-insurance provisions? Give an example of the pro-rata liability clause.

3. (a) What is the fundamental purpose of a coinsurance clause?
   (b) Michael owns a small plane that he flies on weekends. His insurance agent informs him that aircraft are excluded as personal property under his homeowners policy. As an insured, he feels that his plane should be covered just like any other personal property he owns.

Required:

i. Explain to Michael the rationale for excluding certain types of property, such as aircraft, under the homeowners policy.
ii. Explain some additional reasons why exclusions are present in insurance contracts.

(c) Discuss the role of the insurance industry in promoting economic development and financial stability in Bangladesh. Support your discussion with relevant examples.

Assignment # 1

স্কুল অব বিজনেস

BBA 4319

Bangladesh Open University

BBA Program

Semester: 242 (4th Level)

Course Title: Marketing Management **Date: 11 September, 2026**

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).

Question:

1. (a) Different companies follow different marketing management philosophies. Choose five companies**,** each representing one of the following philosophies: Production Concept, Product Concept, Selling Concept, Marketing Concept, and Holistic Marketing Concept. Identify the philosophy each company represents and briefly justify your answer.

   (b) A university student's backpack has become too small to carry a laptop, books, and other study materials. To protect the laptop and organize study materials, the student decides to buy a larger waterproof backpack. After comparing different brands and prices, the student purchases one for 1,800 Tk that suits both the needs and budget. Based on this scenario, explain the stages of need, want, and demand with theoretical justification. Also, provide another real-life example to illustrate these three concepts.

2. (a) Explain the different types of marketing channels a company can use and highlight their importance.

   (b) How paid, owned, and earned media can be combined to maximize brand awareness and customer engagement? Justify your answer using example.

   (c) Which brand element choice criteria should a brand manager prioritize to build a compelling and enduring brand identity? Give examples.

3. (a) Mojo, a beverage brand of Akij Food & Beverage Ltd., competes with market leaders Coca-Cola and Pepsi in Bangladesh but struggles to increase its market share. Based on this scenario, what challenges does Mojo face as a market challenger, and what strategies can it adopt to increase its market share and boost sales?

   (b) Daraz Bangladesh sells its products through its website, mobile app, official stores, and delivery partners. Based on this scenario, explain the benefits of using integrated marketing channels. How do these channels enhance product availability and improve customer satisfaction?

Assignment # 2

স্কুল অব বিজনেস

BBA 4319

Bangladesh Open University

BBA Program

Semester: 242 (4^{th} Level)

Course Title: Marketing Management **Date:**

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).

Question:

1. Foodi, a newly launched food delivery platform in Bangladesh, wants to build strong and long-term relationships with its customers in the highly competitive online food delivery market. What Customer Relationship Management (CRM) approaches can Foodi apply to achieve this goal? Briefly explain each approach.

2. (a) Assume Unilever Bangladesh Ltd. has launched a dry shampoo that can absorb the dirt, oil, and grease of a user's scalp without washing it. How many promotional sales tools can the company apply to increase its sales? Explain.

(b) What are the differences between rational, moral, and emotional appeals in designing messages for promotion, and how do they influence consumer behavior?

3. (a) Companies often encounter a gap between their desired sales and actual sales performance. When this gap is relatively small, what growth strategy would be the most appropriate to bridge it? Justify your answer with relevant examples.

(b) How many responses a marketer may seek from a prospect? Explain each with practical examples.

(c) Discuss the contents of a marketing plan that a marketing manager should follow.

Assignment # 3

স্কুল অব বিজনেস

BBA 4319

Bangladesh Open University

BBA Program

Semester: 242 (4^{th} Level)

Course Title: Marketing Management **Date:**

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).

Question:

1. (a) Tech Nova has developed an AI-powered smartwatch with unique features that are not yet available in the local market. The company expects technology enthusiasts to pay a premium price. Which pricing strategy should Tech Nova follow during the product launch? Why?

(b) How can a company use different price adjustment techniques to attract customers and remain competitive in the market?

2.(a) Categorize these items as convenience, shopping, specialty, or unsought goods:
Matador pen, Jewelry, Royal Enfield Motorcycle, and Insurance. Give justifications for your categorization based on their characteristics.

(b)Take a laptop brand in Bangladesh. List its core benefit, basic product, expected product, augmented product, and potential product level with a theoretical foundation.

3. (a) Assume that Partex Beverage Ltd. will introduce a healthy drink- Honey Seeds Bottle- in the market where it already has popularity for its MUM mineral drinking water. As a marketing manager of Partex Beverage Ltd., you have been assigned to do brand equity for this new healthy drink. How will you do the brand equity? Which branding strategy you will apply here?

(b) What strategies can businesses use to successfully extend their brand into new markets or product categories?