

Bangladesh Open University

BBA Program

Semester: 192 (2nd Level)**Course Title: Fundamentals of Management****Due on: 03 September, 2021****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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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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BBA Program
Semester: 192 (2nd Level)

Course Title: Fundamentals 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: 192 (2nd Level)

Course Title: Principles of Marketing

Due on: 03 September, 2021

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Questions

1. (a) Give a definition of Marketing and explain it elaborately.
(b) Compare and contrast customer needs, wants, and demands. Describe the need versus the want for the following products: Honda bike, Nike shoes, and iPod.
2. (a) Define each of the four Ps. Does the four Ps framework do an adequate job of describing marketer responsibilities in preparing and managing marketing programs? Why?
(b) Do you see any issues with this framework in relation to service products? Explain.
3. (a) List some of the demographic trends of interest to marketers in Bangladesh and discuss whether these trends pose opportunities or threats for marketers.
(b) How should marketers respond to the changing environment?

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Questions

1. (a) How do consumers respond to various marketing efforts the company might use? List the buyer characteristics that affect buyer behavior and discuss which one(s) would influence your most when making a new motorbike purchase decision.
(b) What is a “new” product and how do consumers go about deciding whether to adopt a new product?
2. (a) Name and describe the four major sets of variables that might be used in segmenting consumer markets. Which segmenting variable(s) Bata is using?
(b) Discuss the brand development strategies marketers use to develop brands. Provide an example of each strategy.
3. (a) Explain why successful new-product development requires a customer-centered, team-based, and systematic effort.
(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

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Semester: 192 (2nd Level)**Course Title: Microeconomics****Due on: 03 September, 2021****Instructions**

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Questions

1. Explain Robbin's definition of economics. How is it based on unlimited wants and scarce means? Critically examine it.
2. Explain the following basic problem of an economy:
 - (a) What to produce?
 - (b) How to produce?
 - (c) For whom to produce?
3. Discuss the law of demand. Why does demand curve slope downward to the right? Are there any exceptions to this?
4. State and explain the law of diminishing marginal utility. Distinguish between cardinal and ordinal utility.

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Questions

1. What are indifference curves? Write down the properties of indifference curves.
2. Explain the concepts of total fixed cost, total variable cost and total cost.
3. Define market. Differentiate between perfect competition, monopoly and monopolistic competition.
4. Discuss the marginal productivity theory of distribution. Explain how a competitive firm decides its level of factor employment.

Bangladesh Open University
BBA Program
Semester: 192 (2nd Level)

Course Title: Business Communication

Due on: 03 September, 2021

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Questions

1. (a) Give a suitable definition of the term communication and elaborate your definition.
(b) Comment on the following with reasons whether they constitute communication situation:
 - i) A Bangla speaking man speaking in Bangla to a Japanese who does not know Bangla.
 - ii) Karim writes a letter to his father who is illiterate.
 - iii) A woman confined in the deepest part of the 'Sundarbans' crying for help;
 - iv) A speaker in a seminar mutter to himself/herself.
2. (a) "Good communication and effective communication should not be used to mean the same thing." Explain the statement with examples.
(b) "Communication should be 'concise' but 'complete.' Explain the statement and state how you can ensure conciseness and completeness in business communication.
3. (a) What do you mean by 'Status consciousnesses' and 'Semantic barriers'? How do they impede communication? Explain with suitable examples.
(b) Discuss the communication problems faced by business organizations in Bangladesh. Give your suggestions to overcome those problems.

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Questions

1. a) While planning a business letter, what are the factors that you should take into consideration? Explain.
b) Write a letter to Fahad Trading Company 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 Chittagong. Candidates should preferably be a BBA with three years selling experience. Apply stating the particulars and salary expected to the Manager HRM, ABC Company Limited, 3/A, Agrabad C/A, Chittagong by September 15, 2021.
b) Write a letter accepting the offer to join as the Sales Executive in ABC Company Limited by November, 2021.
3. a) Explain different parts of a formal report with examples.
b) As a Human Resource Manager of Tahmid Textile Mills Ltd. write a report to the General Manager on a recent labor unrest in your organization.

Bangladesh Open University
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Semester: 192 (2nd Level)

Course Title: Computer Application in Business

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Questions

1. Mention the benefits computer? What is RAM? What are its functions?
2. How the data are stored and retrieved?
3. What is an I/O interface? Distinguish between serial port and parallel port.
4. What is data processing cycle? Discuss the element of the cycle. Mention the important criteria that may be used to justify the use of computers.
5. What is language translator? Mention the names of 3 leading online language translation engines.

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Questions

1. What is a monitor? If you like change the background of a monitor, what steps you will need to follow?
2. Write down the characteristics of operating system. Describe its main tasks.
3. Discuss the changes in operating systems from DOS to Windows 98. Mention the types and elements of windows.
4. What do you understand by the term software? Critically discuss the classification of software.
5. Record 2 videos as per the following instructions and upload them into your YouTube channel and share the LINK on the assignment:
 - 5.1. 3 minute-video on awareness about Covid-19
 - 5.2. 3 minute-video on the solution to a social problem in your locality.