

Bangladesh Open University

BBA Program

Semester: 162 (2nd Level)**Course Title: Fundamentals of Management****Due on: 04 August, 2017****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#3 of Semester Calendar).

Questions

1. (a) Is Management a science or an art or both? Explain.
(b) Distinguish between conceptual skill and human relation skill. How do the required managerial skills differ in the organizational hierarchy?
2. (a) Why has Frederick Taylor been called “the father of scientific management?” Explain the principles of scientific management.
(b) Who was Henri Fayol? Explain the fourteen principles of management as enunciated by Henri Fayol.
3. (a) Distinguish between policy and strategy. Give example of each.
(b) How are decisions made under conditions of uncertainty and risk? Explain.

Bangladesh Open University

BBA Program

Semester: 162 (2nd Level)

Course Title: Fundamentals of Management

Due on: 15 September, 2017

1. (a) Distinguish between formal and informal organization. What is the need for informal organization side by side with formal organization? Explain.
(b) How would you distinguish between authority and power? Explain various sources of power?
2. (a) Distinguish between centralization of authority and decentralization of authority. How can you overcome weak delegation? Explain.
(b) State the factors determining effective span of management.
3. (a) How can an effective control system be designed? Discuss.
(b) What do you mean by Zero Based Budgeting? Discuss the merits and demerits of budgetary controlling.

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Bangladesh Open University
BBA Program
Semester: 162 (2nd Level)

Course Title: Principles of Marketing

Due on: 04 August, 2017

Instructions

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Questions

1. (a) What is Marketing? Narrate its importance.

(b) Discusses the Changing Marketing Landscape.

(c) What do you mean by strategic planning? Narrate the role of marketing in strategic planning.
2. (a) Describe the micro-environmental forces that affect the company's ability to serve its customers.

(b) Define marketing information system and discuss its parts.
3. (a) Enumerate the factors affecting consumer behavior.

(b) What do you mean by business markets? Discuss business buyer behavior.

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Bangladesh Open University
BBA Program
Semester: 162 (2nd Level)

Course Title: Principles of Marketing

Due on: 15 September, 2017

1. (a) Discuss the requirements for effective segmentation of a market.
(b) Explain how companies identify attractive market segments and choose a target marketing strategy.
2. (a) List and define the steps in the new product development process.
(b) Discuss the key issues related to initiating and responding to price changes.
3. (a) Discuss the nature and importance of marketing channels.
(b) What are the steps in developing effective marketing communication? Discuss.
(c) Narrate the growth and benefit of direct marketing.

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BBA Program

Semester: 162 (2nd Level)

Course Title: Microeconomics

Due on: 04 August, 2017

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Questions

1. What is economics? What are the three basic questions to be solved in an economy? Explain how the above questions are solved in alternative economic systems.
2. What is PPF? Suppose, only two products –food and computer –are produced in a country. If a new cost saving technology has been invented and adopted in the production of computers, what will happen to the PPF of that country? Use graphs to show the changes in PPF.
3. What is the difference between want, need and demand? Suppose, demand function for sugar is $Q_D = 10 - 2P$. Prepare the demand schedule and then draw the demand curve. Show the effects of the following changes on the demand curve:
 - (i) Income level of the people increases, and
 - (ii) Price of molasses (substitute for sugar) decreases.
4. What is equilibrium? Show graphically the effects of the following factors on equilibrium price and quantity: (i) Subsidy, (ii) sales tax, (iii) price ceiling.
5. Suppose, demand function for Singara is $Q_D = 10 - 2P$ and supply function is $Q_S = 40 + 3P$. Find out -
 - (i) The equilibrium price and quantity of Singara.
 - (ii) If the supply increases to $Q_S = 50 + 3P$, what will happen to the equilibrium price and quantity?
6. Define cross elasticity of demand for a commodity. Suppose, the price elasticity of demand for beef be $E_D = -1.5$. (i) If a 10% increase in the price of steaks occurs, what will happen to the demand for beef? (ii) If a 20% decrease in the price of beef occurs, what will happen to the demand for beef?
7. Suppose the price elasticity of demand for milk is $-.50$. What impact would a 25% increase in price of milk have on the demand for it?

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Semester: 162 (2nd Level)

Course Title: Microeconomics

Due on: 15 September, 2017

1. Distinguish between explicit and implicit cost. The details of the production activity of a farm are as below:

	Name of the Inputs	Quantity of inputs required	Price of input	Ownership of input
Product: Potato	Land	500 Decimals	Tk. 10/Decimal	Family
	Labor	20 Mandays	Tk. 300/Manday	Family
	Seed	50 Kg	Tk. 15/Kg	Market
Output: 500Kg	Fertilizer (Chemical)	20Kg	Tk. 30/Kg	Market
	Irrigation	3 Months	Tk. 500/Month	Market
Interest: rate=10%	Ploughing	Tractor	Tk100/100 Decimal	Market
	Cowdung	100kg	Tk. 20/10Kg	Family
	Insecticide	3 Litres	Tk. 200/Litre	Market
	Entrepreneurship	1	Tk. 5000 (Opportunity cost)	

Find: (i) accounting cost, (ii) economic cost, and (iii) If the market price of potato is TK.40/Kg, will potato production be economically viable for the farm?

2. What is the relationship between MC and AC? Find MC, AC and AFC from the hypothetical data of a firm below:

Quantity (Q) →	1	2	3	4	5	6	7	8	9
Fixed Cost (FC)	500	500	500	500	500	500	500	500	500
Total Cost (TC)	1100	1650	1800	2000	2700	3900	5500	7500	10200

3. Distinguish between short run and long run production functions. Identify the short run production functions from the following - (i) $Q=AKL^2$, (ii) $Q=AK^0L^{0.5}$, (iii) $Q=AK^{0.5}L^{0.7}$, (iv) $Q=50L^{0.6}$.
4. Explain the law of increasing returns to scale. Identify which of the following are increasing, decreasing or constant returns to scale production functions: (i) $Q=AKL^2$, (ii) $Q=AK^{0.5}L^{0.4}$, (iii) $Q=AK^{0.4}L^{0.6}$, (iv) $Q=50KL^{0.5}$.
5. What are the characteristics of the perfectly competitive market structure? How perfectly competitive market structure is different from monopolistically competitive market structure?

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BBA Program

Semester: 162 (2nd Level)**Course Title: Business Communication****Due on: 04 August, 2017****Instructions**

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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) How international environment can distort communication? Explain with examples.

Bangladesh Open University**BBA Program****Semester: 162 (2nd Level)****Course Title: Business Communication****Due on: 15 September, 2017**

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) 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 July 15, 2017.
(b) Distinguish between a reference letter and a testimonial. Write a letter to the former employer of an applicant asking for information about the personality, work behavior and performance of the applicant.

3. (a) Explain different parts of a formal report?
(b) As a Human Resource Manager of Karim Jute Mills Ltd. write a report to the General Manager on a recent labor unrest in your organization.

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BBA Program

Semester: 162 (2nd Level)**Course Title: Computer Application in Business****Due on: 04 August, 2017****Instructions**

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Questions

1. (a) What is computer? Why it is also known as a data processor?
(b) Discuss the working principles of a microcomputer.
(c) Describe the basic functions performed by a computer system.
2. (a) What is memory cell? Distinguish between RAM and ROM.
(b) What is CPU? Describe the functions of CPU.
3. (a) Classify and describe the different types of computer software.
(b) Describe the differences between system software and operating software.
(c) Discuss the different types of operating system that are popular to the users.

Bangladesh Open University

BBA Program

Semester: 162 (2nd Level)

Course Title: Computer Application in Business

Due on: 15 September, 2017

1. (a) What do you mean by database? Describe the benefits of database.
(b) How can database software be developed? Explain.
(c) Write a short note on database structure.

2. (a) What is a computer network? How it is useful?
(b) Describe the main characteristics of internet.
(c) What is a communication protocol? What functions do these protocols perform?

3. (a) Who are the users of computers in industrial application? Explain.
(b) Explain the advantages of using computer in education.