Business Administration Discipline, Khulna University
BBA Program

1 st Year Term I	**Final Examination 2025 – 2026**
Course No. 0413 03 BA 1101	**Course Title: Introduction to Business**
Full Marks: 60	**Time: 03 Hours**

(Questions are of equal value. Figures in the right margin indicate full value. Use separate sheet for each section)

Section A

Answer any three of the following four questions in this section

1. Business activities are carried out in different forms depending on the nature of work, objectives, and the role they play in the economy. Understanding how these activities are classified helps in analyzing how goods and services are produced and distributed within a country. Explain the main branches of business and describe the activities included under each branch. 10

2. You are the supervisor of a retail clothing store called Style Hub. One of your most efficient and hardworking employees hopes to be promoted to an assistant manager position; however, the store owner is planning to give the position to a less capable relative. This situation may demotivate deserving employees and affect overall workplace morale, but raising concerns might risk your own position. From an ethical point of view, what would you do in such a situation? Explain your answer with appropriate reasoning. 10

3. Suppose you are planning to start a new business that will produce packaged fruit juices. Before starting such a business, various practical and managerial aspects need to be carefully considered to ensure its success and sustainability. What factors would you consider before starting the business, and which form of ownership would you choose? Give reasons for your choice. 10

4. Write short notes: $2.5 \times 4 =$ 10
   a. Social Economic System
   b. Memorandum of Association
   b. Dormant Partner
   d. Articles of Association

Section B

Answer any three of the following four questions in this section

1. a. What is Marketing? Discuss the importance of marketing as a core function of business. 05
   b. What is human resource management? What are the major human resource management activities in a business organization? Explain. 05

2. Countries often engage in international trade to expand markets, access a wider range of goods, and improve economic efficiency, while also facing certain risks and challenges from global competition. Analyze the advantages and disadvantages of free trade and examine whether Bangladesh follows a free trade policy. 10

3. A nation's economic progress relies heavily on the effectiveness of its trade promotion bodies and the strength of its representative business associations. These institutions provide the necessary support for local industries to compete globally and act as a bridge between the private sector and the government to ensure a favorable commercial climate. Considering this framework, evaluate the responsibilities and functions of the Export Promotion Bureau (EPB) and examine the objectives and functions of the Federation of Bangladesh Chambers of Commerce and Industry (FBCCI) in representing and advancing the collective interests of the business community. 10

4. a. Please make a list of people in your locality who help pay for the cost of public goods and services but do not directly use them. In five paragraphs, state why you think it is suitable for them to contribute to the cost of these services for the betterment of distressed people living in your locality. 05
   b. Imagine that you are part of a team that is developing herbal soft drink. List the features you would promote for it and its labelling on the bottle. Write an e-mail to your potential investor on how each feature would help the promotion succeed. 05

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1 st Year Term I | **Final Examination 2025 – 2026**
Course No. 0413 03 BA 1103 | **Course Title: Principles of Management**
Full Marks: 60 | **Time: 03 Hours**

(Questions are of equal value. Figures in the right margin indicate full value. Use separate sheet for each section)

Section A

Answer any three of the following four questions in this section

1. a. Briefly discuss the key managerial skills necessary for managing operations of a firm in the context of uncertainty. 05
   b. In addition to their routine functions, managers need to take on roles that are crucial to their success in organizations. Explain those roles in light of an organization you know. 05

2. a. Analyze how the principles of the Classical Management Perspective differ from the Behavioral Management Perspective in addressing employee motivation and productivity. 05
   b. Evaluate the relevance of the Systems and Contingency perspective in solving contemporary management challenges in today's dynamic business environment. 05

3. a. The external environment is always dynamic and uncertain, with frequent changes. The managers struggle to set appropriate goals. In this backdrop, in your opinion, What barriers commonly appear in organizations in setting goals? 05
   b. Briefly explain the different kinds of operational plans useful for managerial operations in organizations. 05

4. a. What is your concept of departmentation? What are the useful bases for departmentation in organization? 06
   b. What is delegation of authority? How is authority delegated in organizations? 04

Section B

Answer any three of the following four questions in this section

1. a. Explain the ERG theory of motivation. How can you apply the concept of this theory in motivating your subordinates in an organization? 05
   b. Do you think goals can be a source of motivation? If so, characterize the goals that support employee motivation in the workplace. 05

2. a. Despite possessing traits and substantial knowledge of leadership behavior, it is hard for individuals to be good leaders. It is crucial to understand the context. Considering this thought, explain Fielder's contingency theory of leadership. 07
   b. How is a leader different from a manager? 03

3. a. Explain bureaucratic control and clan control, and their differences. Identify two organizations from your surroundings where such controls are suitable. 06
   b. What are the purposes of controlling functions in a manufacturing organization? 04

4. a. Explain the trait approach of leadership. What are the traits that contribute to making a leader successful? 06
   b. Explain the main idea of the Ohio State and Michigan leadership studies and how they contribute to leadership theory. 04

Business Administration Discipline, Khulna University
BBA Program

1 st Year Term I **Final Examination 2025 – 2026**
Course No. 0413 03 BA 1105/BA-1217 **Course Title: Principles of Marketing/Fundamentals of Marketing**
Full Marks: 60 **Time: 03 Hours** **Credit: 03**

(Questions are of equal value. Figures in the right margin indicate full value. Use separate sheet for each section)

Section A

Answer any three of the following four questions in this section

1. a. Define marketing and exchange. Describe the essential conditions of an exchange. 04
   b. Describe with production concept, selling concept and marketing concept as guiding philosophies for marketing managers. Justify with appropriate example why each of these concepts is relevant today. 06

2. a. What is product line? Explain why do firms go for upward line stretching and line filling with their possible drawbacks. 05
   b. Draw a figure to show the different stages of a Product life cycle (PLC) and mention the marketing strategy for maturity stage of the life cycle. 05

3. a. Illustrate the factors a marketer should consider while choosing a market targeting strategy. 05
   b. What does positioning mean? Describe the different positioning errors that the marketers may commit. 05

4. a. Differentiate between expected product and augmented product. Give example for each. 02
   b. As a marketing practitioner, if you are asked to classify consumer goods, how will you classify? Write down all types and discuss any two of these. 03
   c. Suppose, you are a brand manager of a reputed national company. What are the alternative brand development strategy decisions you can consider for your brand? 05

Section B

Answer any three of the following four questions in this section

1. a. What pricing strategies can a marketer follow while introducing a new product in the market? Briefly explain those with appropriate conditions to apply. 05
   b. A clothing store sells men's shirts at three price levels: tk.380, tk. 450 and tk. 590. 05
      i) What pricing strategy do you think the firm is applying?
      ii) If the shoppers use these price points as reference prices in comparing different shirts, what would be the effect of adding new lines of shirts priced at tk. 480 on the sales of other shirts? Justify.

2. a. Discuss the nature of marketing channels. Why marketing channels are important for a company? 05
   b. Describe with examples the major forms of vertical marketing systems. What advantage do such systems have over traditional channel arrangements? 05

3. a. Compare and contrast push and pull strategy of marketing promotion. 04
   b. Briefly discuss the components of promotion mix of marketing. 06

4. a. Can you differentiate between rational appeal and emotional appeal used in designing message content to produce the desired response from the audience? Give example for each. 02
   b. Suppose you are assigned to set the promotional budget of your firm. What are the alternative methods you may take into account to set promotional budget? Briefly discuss all those methods. Which one is the best? Why? 08

Business Administration Discipline, Khulna University
BBA Program

Course No. 0421 03 LJ 1167 / LJ 1211
Course Title: Commercial and Industrial Law / Legal issues in Business

1 st Year Term I **Final Examination 2025 – 2026**
Full Marks: 60 **Time: 03 Hours**

Questions are of equal value. Figures in the right margin indicate full value. Use separate sheet for each section.

Section A

Answer any three of the following four questions in this section.

1. a. Define a contract. How does it differ from an agreement? What are the essential elements of a valid contract under the Contract Act, 1872, discuss? 06

   b. Analyze the statement: *"All agreements are not contracts, but all contracts are agreements."* 04

2. a. Define partnership. Discuss the essential elements required to constitute a valid partnership under the Partnership Act. 06

   b. Demonstrate the procedure for the dissolution of the partnership firm. 04

3. a. Define a contract of sale of goods under the Sale of Goods Act, 1932. Distinguish between a sale and an agreement to sell with suitable examples. 05

   b. Discuss the rights and duties of the seller and buyer under the Sale of Goods Act. 05

4. a. Define 'Dishonor of a negotiable instrument' under the Negotiable Instruments Act. 05

   b. Analyze the remedies available to a dishonored negotiable instrument holder. 05

Section B

Answer any three of the following four questions in this section.

1. a. Define and classify different types of workers. 05

   b. Explain different modes of terminations of a worker. 05

2. Explain the difference among dismissal, removal, discharge, and termination under the Bangladesh Labour Act, 2006. 10

3. a. Explain the powers and functions of Labour Courts in Bangladesh. 05

   b. Discuss the jurisdiction of the Labour Appellate Tribunal. 05

4. Write short notes on: 5×2= 10
   a) Worker
   b) Industrial Dispute
   c) Lock out
   d) Lay off
   e) Collective Bargaining Agent

Business Administration Discipline, Khulna University

1 st Year Term I **Final Examination 2025 – 2026** **BBA Program**

Course No. 0231 03 Eng 1181 **Course Title: Communicative English**

Full Marks: 60 **Time: 03 Hours**

(Questions are of equal value. Figures in the right margin indicate full value. Use separate sheet for each section)

Section A

Answer any three of the following four questions in this section

1. Transcribe the following phonetic expressions in English: 10

   i. /meɪk mɔ: frendz/
   ii. /spɔ:ts ki:ps gʊd helθ/
   iii. /kæmpəs ɪz fʊl ɒv æktɪvətiz/
   iv. /stju:dənts ɑ: 'bɪzi wɪð tɑ:sks/
   v. /ɪgzæmz ɑ: nɒkɪŋ æt ðə dɔ:/
   vi. /fɑ:stɪŋ benɪfɪts aʊə bɒdi/
   vii. /saʊnd helθ saʊnd maɪnd/
   viii. /wɒt du: ju: mi:n/
   ix. /rispekt brɪŋz rispekt/
   x. /dəʊnt fərget jɔ: rispɒnsəbɪlətiːz/

2. Transcribe the following conversation in English: 10

/tɑrik/: /ai w^nt tə lu:z s^m weit/ /aiv ɔ:lredi bɪ:n ɒn dait kəntrəʊl sɪns l^st wi:k/

/said/: /ai θɪŋk ju: ʃʊd du: s^m skɪpɪŋ evridei/ /ðæt kæn help ə lɒt/

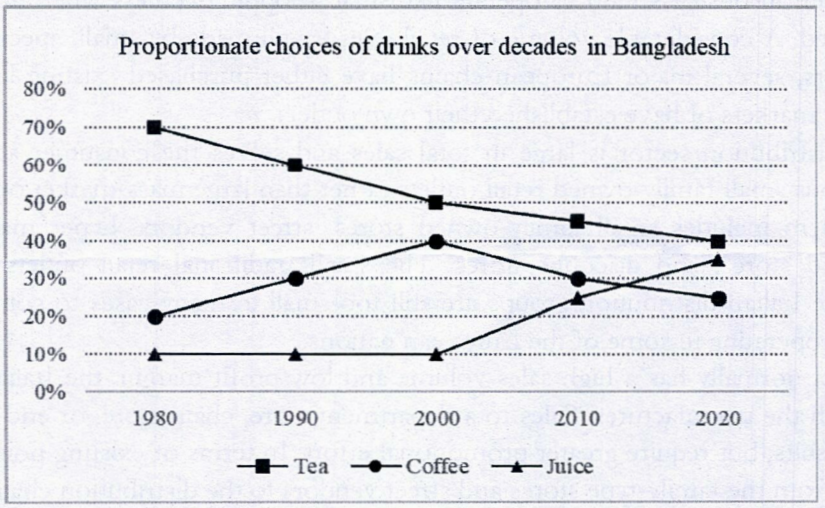
/tɑrik/: /aim nɒt ʃʊə ɪtʊd help/ / bəsaids aim nɒt hæbitʃʊetid ɪn skɪpɪŋ/

/said/: /k^m dʒɔin auə kl^b/ /ɪf ju: du: kərate ɔ: dʒudəu jul lu:z ɔ:l jɔ: fæt su:n/

/tɑrik/: /ai dəʊnt nəʊ/ /s^mw^n wɔz sədʒestɪŋ ðæt ai ʃʊd stɑ:t duɪŋ jɔ:gə/

/ai θɪŋk ail stɑ:t pleɪŋ tenɪs/

3. The following line graph shows the proportion of three different popular drinks (tea, coffee, and juice) in the country since 1980 to 2020. Summarise the information within 5 sentences (aproximately 100 words) by describing the main findings. Show comparisons and contrasts where relevant. 10



4. Use appropriate modal auxiliaries to express each of the following: 10

   i. A guess about the past
   ii. A logical deduction about the present
   iii. Something that you had the ability to do the past
   iv. Something that you had an opportunity to do, but you didn't
   v. A polite request

Section B

Answer any three of the following four questions in this section

1. Suppose you started a journey with a plan to travel some new places after your exams were over. On the transport you got a stranger beside you. Now, construct a conversational dialogue between you two. It is expected that your conversation will contain: meeting greetings, starting approach, seeking permissions, polite requests, invitation, agreeing & disagreeing with issues, accepting and rejecting requests, parting greetings. 10

2. Construct an essay (maximum 300 words) on "FREEDOM IS NOT FREE" using the following clues: 10

Freedom defined, individual Vs common freedom, freedom & sovereignty, freedom & politics, economic freedom, education & freedom, professional freedom, freedom of expression, freedom of information flow & media, freedom & human rights, freedom & sacrifice, freedom in your eyes.

3. **Read the following passage carefully and follow the instructions bellow.** 10

A major roadblock to selling consumer goods in Poland is distribution. Poland's entrepreneurial spirit is evident on nearly every street corner, where small stores have sprung up. The retail sector is dominated by these entrepreneurial mom-and- pop stores, most of which have opened in the past five years. There are hundreds of thousands of such retail outlets across the country, posing major logistical problems for the distributor. Although these shops are generally product specific, many sell a wide range of goods. For example, a toy store may also sell stationery and house wares. Distribution networks do exist in Poland, although most are new and vary in their structure and scope. For consumer goods, most such networks have been pieced together and are product specific, with differing layers of agents, wholesalers, or retailers. It is very difficult, even for large producers, to keep products on the shelves of hundreds of thousands of retail stores.

In Greece, retail and wholesale trade is characterized by small family-owned-and-operated businesses, each of which deals in a narrow range of goods. There are 300,000 trading establishments in Greece, 7,700 companies engaged in wholesale trade, and 3,200 companies handling retail trade. A handful of department stores have closed because they failed to adjust to new shopping trends. Those that remain in business tend to operate like small shopping centers where the shop-in-shop concept is applied. A considerable volume of retail sales is still made by small, specialized shops. In the last few years, several major European chains have either purchased existing large department stores and super markets or have established their own outlets.

Italy's retail distribution sector is large in total sales and serves the consumer at the retail level through numerous small family-owned retail outlets rather than large mass-market operations. Italian distribution system includes small family-owned stores, street vendors, hyper markets, shopping malls, specialized stores, and discount stores. The small traditional retail outlets are considered obsolete, but the Italian distribution groups are still too small in many cases to compete effectively with large chain operating in some of the European nations.

If the product normally has a high sales volume and low profit margin, the Italian firms seek to deal directly with the manufacturer. Sales to a department store, chain store, or end user often yield the best sales results, but require greater promotional effort. In terms of existing points of sale, there is a trend away from the family-type stores and street vendors to the distribution chains.

Now answer the following questions:

a. Give a suitable title of the passage explaining the reason behind that.
b. Write a précis on the passage.
c. Figure out a comparative distribution system in Europe.
d. What do you mean by mom-and- pop stores?
e. Which country practices the most effective distribution pattern, you think?

4. What is the structure of an ideal paragraph? Write a 7-sentence paragraph on the following title: "Man cannot control nature." 10