

School: Management and Business Administration
 Year: 3rd Term: II
 Course Code: 0413 03 Fin 3205
 Total Marks: 60

Discipline: Business Administration
 Examination Year: 2026
 Course Title: International Trade and Finance
 Time: 03 Hours

Program: BBA
 Session: 2024-25
 Credit: 03

- Instructions
- Figures in the right margin indicate full value.
- Use a separate sheet for each section.
- Answer different parts of a question (a, b, c, etc.) sequentially.

Section A

There are FOUR questions in this section. Answer any THREE questions.

Q No.	Question Description	Marks
1. a.	What do you mean by direct and indirect quotation of exchange rate and cross exchange rate? Give example.	02
b.	Suppose, a country has decided to weaken its currency as a measure to correct its balance of trade deficit. What can be the reasons for which this policy may not appear as a perfect solution for correcting such deficit?	03
c.	What do you mean by balance of payment? Discuss the components of current account and capital account in brief with examples.	03
d.	Why is an international firm more prone to agency problem and likely to spend more agency cost in comparison to a domestic firm?	02

2. a. Assume that a Bangladeshi MNC commonly purchases supplies from Japan and USA and therefore, desires to forecast the direction of Japanese yen and US dollar. The company's financial analyst has developed the following one-year projections for economic conditions:

Factors	Bangladesh	USA	Japan
Change in interest rates	- 1%	- 2%	- 4%
Change in rate of inflation	+ 2%	- 3%	- 6%

Assume that Bangladesh and USA conduct a large volume of international trade but engage in minimal capital flow transactions. Also assume that Bangladesh and Japan conduct very little international trade but frequently engage in capital flow transactions. What should the company expect regarding the future value of the US dollar and Japanese yen? Explain.

- b. Differentiate between licensing and franchising as entry modes to international business. 02
- c. What are the differences between the forward market and the futures market? 04
3. a. CITI Bank of US expects that the value of Chinese currency (the Yuan) will change from its spot rate of \$0.15 to \$0.13 in 30 days. The following inter-bank lending and borrowing rates exist: 06

Currency	Lending rate	Borrowing rate
US Dollar	8.0%	8.3%
Chinese Yuan	8.5%	8.7%

Assume that the bank has a borrowing capacity of either 10 million dollar or 70 million Yuan in the inter-bank market, depending on which currency it wants to borrow.
 How could the bank attempt to capitalize on its expectations without using deposited funds? Estimate the profit that could be generated from this strategy.

Assuming all the preceding information, if the bank expects the Yuan to appreciate from its present spot rate of \$0.15 to \$0.17 in 30 days, How could it attempt to capitalize on its expectations without using deposited funds? Estimate the profit that could be generated.

- b. Assume that the US income level rises at a much higher degree than does the Canadian income level. Other things being equal, how should this affect 04
- i. US demand for Canadian dollars

- ii. Supply of Canadian dollars for sale in US market.
- iii. Equilibrium value of Canadian dollar in respect of US dollar in US market.

4. a. Brain sold a put option on Canadian dollars for US \$0.03 per unit. The strike price was US\$0.75 and the spot rate at the time the option was exercised was US\$0.72. Assume Brain immediately sold off the Canadian dollars received when the option was exercised. Also assume 50,000 units in a Canadian dollar option. Calculate Brain's net profit. What will be the net profit of the speculator? 04
- b. Discuss the factors that affect premiums on currency call options and currency put options. 03
- c. What do you mean by non-deliverable forward contracts? Use a hypothetical situation to explain how the use of such non-deliverable forward contracts reduces exchange rate risk. 03

Section B

There are FOUR questions in this section. Answer any THREE questions.

- | Q No. | Question Description | Marks | | | | | | | | | | | | |
|--|---|------------------------------------|-----------------|--------------------------------------|---------------------------------------|--------------------------------|---------|--|--------|---------|--|----------|-----------|----|
| 1. a. | <p>Assume the following information:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">Spot rate of Mexican peso in US \$</td> <td style="padding: 2px;">= \$0.100</td> </tr> <tr> <td style="padding: 2px;">180-day forward rate of Mexican peso</td> <td style="padding: 2px;">= \$0.098</td> </tr> <tr> <td style="padding: 2px;">Annual interest rate in Mexico</td> <td style="padding: 2px;">= 14%</td> </tr> <tr> <td style="padding: 2px;">Annual interest rate in USA</td> <td style="padding: 2px;">= 11%</td> </tr> </table> <p>Given the information, is covered interest arbitrage worthwhile for Mexican investor with 1 million pesos to invest? Will it be worthwhile for an US investor having the same amount of US\$ and the same investment period?</p> | Spot rate of Mexican peso in US \$ | = \$0.100 | 180-day forward rate of Mexican peso | = \$0.098 | Annual interest rate in Mexico | = 14% | Annual interest rate in USA | = 11% | 06 | | | | |
| Spot rate of Mexican peso in US \$ | = \$0.100 | | | | | | | | | | | | | |
| 180-day forward rate of Mexican peso | = \$0.098 | | | | | | | | | | | | | |
| Annual interest rate in Mexico | = 14% | | | | | | | | | | | | | |
| Annual interest rate in USA | = 11% | | | | | | | | | | | | | |
| b. | A recent shift in interest rate differential between Bangladesh and Country A had a huge effect on the value of currency A. However, the same shift in interest rate differential between Bangladesh and Country B had no effect on the value of currency B. Explain why the effects may vary. | 04 | | | | | | | | | | | | |
| 2. a. | The whole economy of Bangladesh has been affected by the recent political uncertainty. It is likely to force Bangladesh Govt. to attempt to import more goods and services and the country would have little to offer to other countries in terms of potential export. Moreover, Bangladesh is experiencing high inflation and it is likely to rise further. Explain the types of pressure that these factors are likely to place on Bangladeshi Taka. | 05 | | | | | | | | | | | | |
| b. | What do you mean by international portfolio investment? What are the factors that affect international portfolio investment in a particular country? Discuss them. | 03 | | | | | | | | | | | | |
| c. | What do you mean by interest arbitrage? When such interest arbitrage is called covered interest arbitrage? | 02 | | | | | | | | | | | | |
| 3. a. | <p>Assume that annual US interest rate is currently 8% and that of Germany is currently 9%. The euro's one-year forward rate currently exhibits a discount of 2%.</p> <ul style="list-style-type: none"> i. Does interest rate parity exist? Why or why not? ii. Can a US firm benefit from investing funds in Germany using covered interest arbitrage? Show the position graphically considering US as home country. | 05 | | | | | | | | | | | | |
| b. | "Covered interest arbitrage may not be worthwhile due to some reasons although interest rate parity does not hold good." Discuss those reasons. | 03 | | | | | | | | | | | | |
| c. | When is a put option said to be in the money, at the money and out of the money? What kind of put option is more likely to be executed? | 02 | | | | | | | | | | | | |
| 4. a. | <p>Assume the following information for a particular bank</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="padding: 2px;"></th> <th style="padding: 2px;">Quoted Bid Rate</th> <th style="padding: 2px;">Quoted Ask Rate</th> </tr> <tr> <td style="padding: 2px;">Value of Canadian dollar in US dollar</td> <td style="padding: 2px;">\$0.90</td> <td style="padding: 2px;">\$0.905</td> </tr> <tr> <td style="padding: 2px;">Value of New Zealand dollar in US dollar</td> <td style="padding: 2px;">\$0.30</td> <td style="padding: 2px;">\$0.310</td> </tr> <tr> <td style="padding: 2px;">Value of Canadian dollar in New Zealand dollar</td> <td style="padding: 2px;">NZ\$3.02</td> <td style="padding: 2px;">NZ\$3.025</td> </tr> </table> <p>Given this information, is triangular arbitrage possible? If so, explain the steps that would reflect triangular arbitrage and compute the profit from the strategy if you had 2 million US dollar to use.</p> | | Quoted Bid Rate | Quoted Ask Rate | Value of Canadian dollar in US dollar | \$0.90 | \$0.905 | Value of New Zealand dollar in US dollar | \$0.30 | \$0.310 | Value of Canadian dollar in New Zealand dollar | NZ\$3.02 | NZ\$3.025 | 05 |
| | Quoted Bid Rate | Quoted Ask Rate | | | | | | | | | | | | |
| Value of Canadian dollar in US dollar | \$0.90 | \$0.905 | | | | | | | | | | | | |
| Value of New Zealand dollar in US dollar | \$0.30 | \$0.310 | | | | | | | | | | | | |
| Value of Canadian dollar in New Zealand dollar | NZ\$3.02 | NZ\$3.025 | | | | | | | | | | | | |
| b. | Discuss absolute form of Purchasing Power Parity and relative form of Purchasing Power Parity. How can you derive the outcome equation of relative form of Purchasing Power Parity? | 05 | | | | | | | | | | | | |

Khulna University

School: Management and Business Administration
Year: 3rd Term: II
Course Code: 0413 03 BA 3209/3213
Total Marks: 60

Discipline: Business Administration
Examination Year: 2026
Course Title: Management Information System
Time: 03 Hours

Program: BBA
Session: 2024-25
Credit: 03

- **Instructions**
- Figures in the right margin indicate full value.
- Use a separate sheet for each section.
- Answer different parts of a question (a, b, c, etc.) sequentially.

Section A

There are FOUR questions in this section. Answer any THREE questions.

Q No.	Question Description	Marks
1.	a. What were the major limitations and problems associated with the traditional file environment in database management systems? Explain the concept of file organization systems and their role in effective database management.	05
	b. What are the major academic disciplines involved in the study of information systems, and how does each discipline contribute to the understanding and development of information systems?	05
2.	a. What is the role of information systems in developing and sustaining a reciprocal relationship between an organization and its business environment? Discuss how information systems facilitate organizational adaptation, communication, and strategic responsiveness.	05
	b. How can organizations use information systems to achieve competitive advantage through the effective management and optimization of the organizational value chain?	05
3.	a. What are the major challenges associated with organizing and managing data in a traditional file management system, and how do these challenges affect organizational efficiency and data integrity?	05
	b. How can a Relational Database Management System (RDBMS) be utilized to overcome the limitations of traditional file management systems? Explain its working mechanism with a suitable example.	05
4.	a. What are the principal e-commerce revenue models? Explain each of them with examples.	05
	b. What are some of the benefits and management challenges of VPM? What are network resources?	05

Section B

There are FOUR questions in this section. Answer any THREE questions.

Q No.	Question Description	Marks
1.	a. Define Big Data and identify its major sources of information. Discuss the key characteristics of Big Data by explaining the six V's model.	05
	b. What are the competitive opportunities and challenges associated with Big Data in a globalized business environment, and how do organizations leverage Big Data to enhance strategic decision-making and competitiveness?	05
2.	a. Define blockchain technology and explain its role in enhancing business effectiveness and operational efficiency.	05
	b. Why is blockchain referred to as an "open ledger"? Discuss the major trends in blockchain technology and their applications in modern business environments.	05
3.	a. What are the principal components of telecommunications networks, and what are the key networking technologies that support modern data communication systems? [CLO7, L1]	05
	b. What is Radio Frequency Identification (RFID) technology, and why are RFID systems and wireless sensor networks considered valuable for modern business operations and decision-making processes? [CLO7,L1]	05
4.	Write short notes on [CLO 5,6,8; L 4,5,6]	10
	a. Encryption b. Neural network c. IoT d. Firewall	

Khulna University

School: Management and Business Administration
Year: 3rd **Term:** II
Course Code: 0413 03 Fin-4111/ Fin-4205
Total Marks: 60

Discipline: Business Administration
Examination Year: 2026
Course Title: Capital Budgeting
Time: 03 Hours

Program: BBA
Session: 2024-25
Credit: 03

- **Instructions**
- Figures in the right margin indicate full value.
- Use a separate sheet for each section.
- Answer different parts of a question (a, b, c, etc.) sequentially.

Section A

There are FOUR questions in this section. Answer any THREE questions.

Q No.	Question Description	Marks
1. a.	Define Capital Budgeting. Describe the major decision points in the budgeting. [L1,4; CLO4]	05
b.	What do you mean by depreciation tax shield? How can the method of depreciation affect net present value? [L1,3 ; CLO4]	05
2.	A corporation is considering replacing older equipment with a newer model, which, owing to more efficient operation, will reduce existing costs by 20%. Sales per year are TK 3,75,000, and the current operating cost is 65% of sales. The old equipment, purchased nearly 5 years ago for TK 3, 00,000, has an estimated useful life of 15 years, zero salvage value, and is being depreciated straight-line. At present, its market value is estimated at TK 2,00,000 if sold outright. The new truck costs TK 4,00,000 and would be depreciated on a straight-line basis to a zero-salvage value over a 10-year life. The corporation has a 40% marginal tax rate. Determine the following: [L4; CLO3]	10
	i. The cash outflow required to acquire the new equipment, assuming the old equipment is sold at present.	
	ii. The yearly cash flows from operations resulting from the old equipment and the new equipment.	
	iii. Summarize the cash flows and calculate the differential cash flows for each year.	
3. a.	Describe the limitations of the payback period. In which situation may the payback period be recommended? [L 4; CLO2]	04
b.	ZYX Company is a manufacturing organization. Now it wants to supply pure water to its new production process. This company has two options. Cash flows regarding the two options are given below: [L5 ; CLO2]	06

Year	Option-1	Option-2
0	-2,00,000	-1,00,000
1	- 40,000	-60,000
2	- 45,000	-60,000
3	-45,000	-65,000
4	-50,000	-65,000
5	- 50,000	-70,000
6	-50,000	-70,000

In addition, option-1 will recover the salvage value of TK 10,000 in year 6, and option-2 will recover TK 12,000 in year 6. Determine the equivalent annual charge for each option at a required rate of return of 10%.

4. a.	What do you mean by IRR? How does it differ from MIRR? [L1,2 ; CLO2]	03
b.	ABC Company is going to purchase equipment. The equipment has the following cash flows and abandonment values over its life :	07

	Period					
	0	1	2	3	4	5
Cash flow	- 8,50,000	2,75,000	2,60,000	2,80,000	2,30,000	2,00,000
Abandonment Value		6,55,000	5,10,000	3,90,000	2,00,000	0

Suppose the cost of capital is 10%. Should the company abandon the equipment if it is accepted before the end of its lifetime? [L 6; CLO4]

Section B

There are FOUR questions in this section. Answer any THREE questions.

- | Q No. | Question Description | Marks |
|-------|--|-------|
| 1. a. | What are the limitations of NPV? How does the Profitability Index (PI) help to resolve those issues? [L1,4 ; CLO2] | 02 |
| b. | Unilever Bangladesh Limited, with a current cost of capital of 10%, is evaluating two mutually exclusive projects with different useful lives: | 08 |

Year	Project-G	Project-H
0	-12,00,000	-15,00,000
1	4,50,000	5,00,000
2	6,30,000	6,00,000
3	4,20,000	6,50,000
4		6,50,000
5		6,00,000
6		4,50,000

Management believes that during the next 6 years, there will be changes in business conditions that will result in the reinvestment rate (I) and costs of capital (K) shown in the following table:

Year	I	K
1	12	10
2	13	11
3	13	11
4	14	12
5	14	12
6	13	13

Determine the NPV of two projects. Which project will add more value to the business and why? [L6 ; CLO4]

- | | | |
|-------|--|----|
| 2. a. | What is the downside risk of expected cash flows? Why do we need to calculate the downside risk of expected Cash flows? [L1,2 ; CLO5] | 03 |
| b. | XYZ Corporation is considering two mutually exclusive projects, Project A and Project B. The possible outcomes of each project under each state of the economy and the associated probabilities of each outcome are given below: | 07 |

State of the Economy	Project-A		Project-B	
Major Boom	\$1,00,000	.10	\$ 1,20,000	.10
Boom	70,000	.25	95,000	.25
Normal	60,000	.35	75,000	.35
Recession	40,000	.20	50,000	.20
Deep recession	30,000	.10	35,000	.10

Calculate the downside risk of the expected cash flows of the two projects. Which project is riskier? [L5 ; CLO5]

- | | | |
|-------|---|----|
| 3. a. | What do you mean by the marginal cost of capital for capital budgeting? Why should a company use the marginal cost of capital as the discount rate to determine the NPV of a project? [L1,4 ; CLO9] | 03 |
| b. | The Lee Manufacturing Corporation plans to raise TK 30,00,000 new capital for a plant expansion. The debt structure it plans is as follows: | 07 |

Current Liabilities TK 4,00,000 at 12% , flotation cost 0.50%
 Long-term debt TK 10,00,000 at 9.25%, flotation cost 0.75%

Preferred Stock TK 600,000, flotation cost 2.5%; sold at TK 50 per share with a dividend of TK 5 per share.

Common Stock TK 10,00,000, flotation cost estimate at 10%, dividend TK 10 per Share;
Market price TK 110, anticipated growth in dividend 8%.

The firm's marginal tax rate is 40%. Determine the cost of each component and the after-tax marginal cost of capital. [L5; CLO9]

4.

Write short notes on: [L4 ; CLO 5, 6, 8,]

4*2.5=10

- a. Business risk vs. financial risk
- b. Certainty equivalent value Vs. Risk-adjusted discount rate
- c. Reasons for capital rationing
- d. Decision tree vs. Decision diagram

Khulna University

School: Management and Business Administration

Year: 3rd

Term: II

Course Code: 0413 03 MKT-4113

Total Marks: 60

Discipline: Business Administration

Examination Year: 2026

Course Title: Digital Marketing

Time: 03 Hours

Program: BBA

Session: 2024-25

Credit: 03

- Instructions

- Figures in the right margin indicate full value.
- Use a separate sheet for each section.
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Section A

There are **FOUR** questions in this section. Answer any **THREE** questions.

Q No.	Question Description	Marks
1.	a. As a marketer which one will you prefer - digital marketing or traditional marketing? [L3; CLO 1]	04
	b. Describe the key characteristics of Digital consumers. How do these characteristics affect marketing practices? [L4; CLO 1]	3+3=06
2.	a. What do you understand by P.O.E.M framework? Describe. [L2; CLO 2]	05
	b. Explain the Digital Marketing Ecosystem and its components. [L3; CLO 2]	05
3.	a. "The Website as a media scores high in brand attitude, purchase intention and recommendation" – Do you agree with the statement? Explain why or why not? [L4; CLO 3]	05
	b. Explain the terms - Wireframe, Bounce rate and Stickiness in Website development. [L3; CLO 3]	05
4.	a. What are Ad Fraud, Banner Blindness and Creative Fatigue? [L1; CLO 4]	03
	b. Imagine a 4-week online campaign resulted in 1,50,000 impressions in three media outlets and a total of 60,000 clicks were registered. Among these traffics, 15,000 were converted into sales. The online campaign cost was \$2,500. Now, calculate: [L5, CLO4]	07
	i) Click-Through Rate,	
	ii) Conversion Rate	
	iii) Cost Per Click	
	iv) Cost Per Acquisition	

Section B

There are **FOUR** questions in this section. Answer any **THREE** questions.

Q No.	Question Description	Marks
1.	a. Illustrate the “Omni-channel experience” of the digital consumers? [L3; CLO 5]	04
	b. How does digital marketing create disintermediation and reintermediation? [L4; CLO 5]	06
2.	a. How should social media marketing effectiveness be assessed? [L3, CLO8]	05
	b. Explain how the digital consumer journey is intervened by different digital Ad tools. [L3; CLO 6]	05
3.	a. What marketing strategy attempts to “Shift the consumer perception from Interruption to Engagement”? Explain. [L2; CLO 7]	04
	b. Why are video contents popular in digital marketing? Describe the Popular 3-3-3 rule for video content development. [L3; CLO 7]	06
4.	a. One of the Facebook campaign management tools is Facebook boosting. Briefly describe the steps involved in this Facebook boosting process. [L2; CLO 8]	06
	b. Write short notes on: i) Search Marketing ii) User Experience [L2; CLO 6,7]	04