[Question of Term Final Examination]

Khulna University

School: Management and Business Administration | **Discipline:** Human Resource Management | **Program:** BBA in HRM

Year: 2nd | **Term:** 1st | **Examination Year:** 2026 | **Session:** 2024-25

Course Code: 0413 25 HRM 2107 | **Course Title:** Ethics and Corporate Social Responsibility

Total Marks: 60 | **Time:** 3 Hours | **Credit:** 03

Instructions (if any): Use separate sheet for each section and answer all parts of a specific question together such as 1a, 1b, 1c….

Section-A

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

1. a) "Business shapes society and is shaped by society"- Discuss this statement with relevant practical example. [L6; CLO2] 05

   b) How businesses respond to the diverse and often conflicting interest of multiple stakeholders in a pluralistic society? [L3; CLO2] 05

2. a) Define corporate citizenship concept and evaluate the role of corporate citizenship in building sustainable relationships between business and society. [L5; CLO3] 05

   b) Apply Carroll's Pyramid to a real organization and evaluate the relevance in its environment. [L3; CLO3] 05

3. a) Discuss the concept of "three core values" in stakeholder theory and explain how business balance them in decision making? [L2; CLO3] 05

   b) Demonstrate the role of communication and engagement in stakeholder management and how it helps in building trust and legitimacy for organizations. [L2; CLO3] 05

4. a) A retail company laid off some employees to survive a financial loss. Discuss this situation using the Venn model for ethical decision making and recommend an ethical alternative strategy. [L6; CLO3] 05

   b) Define the different levels of ethics in business with suitable examples. [L1; CLO4] 05

Section-B

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

1. a) Assess the ethical implications of the rapid adoption of IT and biotech on the social contract between corporations and the public. [L1; CLO1] 04

   b) Discuss the conflict between technological determinism and ethical lag. Why does law often fail to keep pace with technological innovation? [L4; CLO3] 06

2. a) Argue in favour of employee right to 'not be fired without good cause'. [L2; CLO4] 04

   b) Assume that an organization must terminate an employee due to legitimate reasons. Recommend appropriate practices and behaviors that HR managers should follow—and avoid—to conduct the termination process with fairness, dignity, and care. [L5; CLO4] 06

3. a) Identify the key elements that should be included in a zero-tolerance policy against sexual harrassement and explain how they can help create a safe workplace. [L2; CLO4] 04

   b) Suppose an employee publicly criticizes your organization's policies on social media. As an HR manager, how would you balance the employee's freedom of speech with the organization's reputation and workplace discipline? [L3; CLO4] 06

4. a) Discuss the impact of business operations upon natural environment. [L4; CLO2] 04

   b) Explain the concept of the sustainability imperative. How can businesses balance between greening and growing? [L2; CLO1] 06

*Levels of Bloom's cognitive domain:
[L1=Remember; L2=Understand; L3=Apply; L4=Analyze; L5=Evaluate; L6=Create]

[Question of Term Final Examination]

Khulna University

School: Management and Business Administration **Discipline:** Human Resource Management **Program:** BBA in HRM

Year: 2nd **Term:** 1st **Examination Year:** 2026 **Session:** 2024-2025

Course Code: 0413 25 HRM 2109 **Course Title:** Financial Management

Total Marks: 60 **Time:** 3 Hours **Credit:** 03

Instructions (if any): Use separate sheet for each section and answer all parts of a specific question together such as 1a, 1b, 1c....

Section-A

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

1. a) Compare and contrast between systematic risk and unsystematic risk. [L4; CLO1] 04

   b) SLC Services, Inc., provides maintenance services for commercial buildings. Currently, the beta on its common stock is 1.25. The risk-free rate is now 8 percent, and the expected return on the market portfolio is 13 percent. Based on the CAPM, calculate required rate of return for SLC's securities. [L5; CLO1] 02

   c) Currently, the risk-free rate is 10 percent and the expected return on the market portfolio is 15 percent. Market analysts' return expectations for three stocks are listed here, together with each stock's expected beta. 04

Stock	Expected Return	Expected Beta
SZC	18%	1.4
UPC	15.5	0.9
NAC	17	1.3

   If the analysts' expectations are correct, which stocks (if any) are overvalued? Which (if any) are undervalued? [L5; CLO1]

2. a) CBD corp. has the following capital structure, which it considers to be optimal: 07

   Debt 35%
   Preferred stock 20%
   Common equity 45%

   CBD's expected net income this year is $134,285.72; its established dividend payout ratio is 42%; its corporate tax rate is 39%; and investors expect future earnings and dividends to grow at a constant rate of 8%. CBD paid a dividend of $4.60 per share last year, and its stock currently sells for $56.00 per share. CBD can obtain new capital in the following ways:

   - Preferred: New preferred stock with a dividend of $13.00 can be sold to the public at a price of $105.00 per share with a flotation cost of 6%.
   - Debt: Debt can be sold at an interest rate of 13%.

     i. Determine the cost of each capital component.
     ii. Calculate the WACC. [L5; CLO3]

   b) Describe the factors affecting WACC that firm can control. [L2; CLO1] 03

3. a) You must analyze two projects, X and Y. Each project costs $10,000, and the firm's WACC is 12%. The expected net cash flows are: 10

Year	Project X	Project Y
1	5000	8000
2	5000	6500
3	5000	5500
4	5000	3000
5	5000	2000

   i. Calculate each project's NPV and IRR.
   ii. Which project(s) should be accepted if they are independent?
   iii. Which project(s) should be accepted if they are mutually exclusive? [L5; CLO1]

Section-A

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

4. a) Haley's Graphic Designs Inc. is considering two mutually exclusive projects. Both projects require an initial investment of $12,000 and are typical average-risk projects for the firm. Project A has an expected life of 2 years with after-tax cash inflows of $6,000 and $8,000 at the end of Years 1 and 2, respectively. Project B has an expected life of 4 years with after-tax cash inflows of $4,000 at the end of each of the next 4 years. The firm's WACC is 10%. 05

   Assume that the projects can be repeated and that there are no anticipated changes in the cash flows. Use the replacement chain analysis to determine the NPV of the project selected. [L5; CLO3]

   b) The SS Company recently purchased a new delivery truck. The new truck cost $25,000, and it is expected to generate net after-tax cash flows, including depreciation of 6,500 per year. The truck has a 5-year expected life. The expected abandonment values for the truck are given below. The company's cost of capital is 12%. 05

Year	Abandonment Value
0	25000
1	18000
2	15000
3	12000
4	6000
5	0

   Should the firm operat ethe truck until the end of its 5-year physical life, or, if not, what is its optimal economic life? [L5; CLO3]

Section-B

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

1. a) DBB Company currently has $3.5 million in debt outstanding, bearing an interest rate of 11 percent. It wishes to finance a $4.5 million expansion program and is considering three alternatives: additional debt at 13 percent interest (option 1), preferred stock with a 11 percent dividend (option 2), and the sale of common stock at $17 per share (option 3). The company currently has 750,000 shares of common stock outstanding and is in a 40 percent tax bracket. 10

   i. If earnings before interest and taxes are currently $1.75 million, what would be earnings per share for the three alternatives, assuming no immediate increase in operating profit?
   ii. Mathematically determine the indifference point between the debt plan and the common stock plan.
   iii. Compute the degree of financial leverage (DFL) for each alternative at the expected EBIT level of $1.75 million.
   iv. Which alternative do you prefer? How much would EBIT need to increase before the next alternative would be "better" (in terms of EPS)? [L5; CLO4]

2. a) Explain Gordon's dividend model? [L3; CLO3] 03

   b) Discuss the bird-in-the-hand argument for paying current dividends [L2; CLO3] 03

   c) A company earns 10 taka per share at an internal rate of 15 per cent. The firm has a policy of paying 40 per cent of earnings as dividends. If the required rate of return is 10 per cent, determine the price of the share under (i) Walter's model, (ii) Gordon's model. [L4; CLO4] 04

3. a) What are the main reasons companies choose to merge with other firms? [L1; CLO2] 06

   b) What is a hostile takeover, and how might a company want to defend itself against one? [L4; CLO2] 04

4. a) Write short notes on: [L1; CLO2] 10
   i. Ex-dividend date
   ii. Clientele Effect
   iii. Signaling Hypothesis
   iv. Types of merger

*Levels of Bloom's cognitive domain:
[L1=Remember; L2=Understand; L3=Apply; L4=Analyze; L5=Evaluate; L6=Create]

[Question of Term Final Examination]

Khulna University

School: Management and Business Administration **Discipline:** Human Resource Management **Program:** BBA in HRM

Year: Second **Term:** First **Examination Year: 2026** **Session: 2024-2025**

Course Code: 0413 25 HRM 2111 **Course Title: Marketing Management**

Total Marks: 60 **Time:** 3 Hours **Credit:** 03

Instructions (if any): Use separate sheet for each section and answer all parts of a specific question together such as 1a, 1b, 1c....

Section-A

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

1. a) Define Marketing Management. [L1; CLO1] 02

   b) In order to immediately increase sales of its new vacuum cleaner, BrightHome Appliances concentrated on aggressive promotion, personal marketing, and discounts. Even though many consumers didn't actually need the product, they nonetheless purchased it. In what ways does this case illustrate the selling concept? [L4; CLO1] 04

   c) "Everything Matters in Marketing"- What concept do you remember from this statement? Why? [L4; CLO1] 04

2. a) Define Core Competency. [L1; CLO1] 02

   b) If you are a CEO of a new venture, how can you create more customer value by using Harvard's Michael Porter's value chain tool? [L3; CLO2] 04

   c) How can you assign resources to Strategic Business Units (SBUs) by using BCG's Growth-Share Matrix? Explain [L4; CLO2] 04

3. a) What do you mean by quality? [L2; CLO1] 02

   b) A Bangladeshi shoe company, "StepMax," uses three strategies to compete. It sells low-cost shoes in bulk for price-sensitive customers. It also offers premium, stylish shoes with better comfort for customers willing to pay more. Additionally, it is planning to target rural students with durable school shoes at affordable prices. This helps StepMax compete in different market segments and grow its business. What concept can you find out from the above case? Explain. [L5; CLO3] 04

   c) "The real price of anything is the toil and trouble of acquiring it." How? [L4; CLO1] 04

4. a) Very often, managers attempt to reveal the company's strengths and weaknesses relative to those of various competitors. How can they perform customer value analysis to reveal that? Describe. [L4; CLO2] 05

   b) A telecom company, "TalkPlus," analyzed customer profits. It found corporate clients were highly profitable, while some prepaid users cost more due to high service use and discounts. The company focused on retaining profitable customers and reducing offers to low-profit ones, which improved overall profit. Conduct a customer profitability analysis (CPA) based on the information. You can use hypothetical information if necessary. [L6; CLO2] 05

Section-B

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

1. a) Define Marketing Information System. [L1; CLO1] 02
   b) If you want to launch a new flavoured cold drink, how can you measure the market demand of it? [L3; CLO2] 04
   c) Compare and contrast 'fad', 'trend', and megatrend' with proper examples.[L2; CLO2] 04

2. a) What do you mean by consumer behavior? [L1; CLO3] 02
   b) Rafi, a Khulna university student, planned to buy a budget smartphone. But after seeing his friends use stylish branded phones, he felt his choice was less attractive. Influenced by them, he bought a more expensive branded phone instead. Identify several types of reference groups that influence consumer behavior. [L3; CLO3] 04
   c) How can you evaluate several alternatives in the buying decision process by using the Expectancy Value model? Present your answer with proper examples, and you are allowed to use hypothetical information. [L3; CLO3] 04

3. a) Define Market targeting with an example. [L1; CLO3] 02
   b) Explain the key criteria for effective market segmentation and discuss why each criterion is important for a company when targeting customers. [L4; CLO3] 04
   c) How can you measure an industry's long-run attractiveness in a market by using Porter's five forces model? [L5; CLO3] 04

4. a) Define brand positioning and describe the importance of points-of-difference (PODs) and points-of-parity (POPs) in building a strong brand. [L2; CLO2] 05
   b) Elaborate the process of developing an effective brand positioning strategy, including competitive frame of reference and brand mantra development. [L6; CLO4] 05

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[Question of Term Final Examination]

Khulna University

School: Management and Business Administration **Discipline:** Human Resource Management **Program:** BBA in HRM

Year: Second **Term:** First **Examination Year: 2026** **Session: 2024-2025**

Course Code: 0388 25 DS 2151 **Course Title: Bangladesh Studies**

Total Marks: 60 **Time:** 3 Hours **Credit:** 03

Instructions (if any): Use separate sheet for each section and answer all parts of a specific question together such as 1a, 1b, 1c....

Section-A

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

1. a) "The Battle of Plassey was won through conspiracy rather than soldierly strength." Explain this statement critically. [L2; CLO3] 05
   b) Briefly discuss the remarkable journey of Bangladesh's development since independence. [L5; CLO4] 05

2. a) Discuss the impact of the Language Movement on Bengali culture and identity. [L6; CLO1] 05
   b) Evaluate the role of the Six-Point Movement in preparing the foundation for Bangladesh's independence. [L3; CLO2] 05

3. a) Narrate in short, Bangladesh's political evolution and growing uncertainities. [L4; CLO4] 05
   b) Demonstrate the functions and procedures of parliament of Bangladesh to establish democracy. [L5; CLO5] 05

4. a) Illustrate the weather and climate conditions of Bangladesh and discuss how the climate crisis is affecting this country? [L5; CLO6] 05
   b) Classify the natural resources which are avialable in Bangladesh and discuss their future prospects in Bangladesh. [L4; CLO2] 05

Section-B

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

1. a) Assess the challenges and opportunities of Bangladesh's RMG sector in the context of globalization. [L5; CLO1] 05
   b) Critically analyze the global impact of reccent economic crisis on the development of Bangladesh. [L3; CLO3] 05

2. a) Evaluate the impact of education on social empowerment in rural Bangladesh. [L1; CLO4] 05
   b) Discuss the role of women as human resources in the socio-economic development of Bangladesh. [L6; CLO3] 05

3. a) How do rural and urban celebrations of festivals differ in Bangladesh? Explain rationally. [L2; CLO4] 05
   b) "Festivals are the mirror of a nation's culture." Explain this statement in the context of Bangladesh [L5; CLO1] 05

4. a) Estimate the major barriers to sustainable resource-based development in Bangladesh. [L1; CLO2] 05
   b) Critically explain with example whether foreign aid creates long-term economic self-reliance or dependency in Bangladesh. [L4; CLO4] 05

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Khulna University

School: Management and Business Administration **Discipline:** Human Resource Management **Program:** BBA in HRM

Year: Second **Term:** First **Examination Year: 2026** **Session: 2024-2025**

Course Code: 0311 25 Econ 2155 **Course Title: Microeconomics**

Total Marks: 60 **Time:** 3 Hours **Credit:** 03

Instructions (if any): Use separate sheet for each section and answer all parts of a specific question together such as 1a, 1b, 1c....

Section-A

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

1. a) Point out the basic or central problem of an economy. Briefly discuss the features of different economic system. [CLO 1, L1] 05
   b) Explain the concept of opportunity cost and illustrate it using the Production Possibility Frontier (PPF) curve. [CLO 2, L2] 05

2. a) Define consumer and producer surplus using suitable diagrams. [CLO 3, L1] 04
   b) What do you understand by the term 'market equilibrium'? Explain the causes of shifting product market equilibrium. [CLO 3, L4] 06

3. a) Conceptualize perfectly elastic demand and perfectly inelastic demand with appropriate examples and graphical illustrations. [CLO 4, L2] 04
   b) Using appropriate diagrams, explain the relationship between price elasticity of demand and total revenue under elastic, inelastic, and unit elastic demand conditions. [CLO 4, L3] 06

4. a) Based on the concept of diminishing marginal utility, graphically explain the relationship between total utility (TU_X) and marginal utility (MU_X). [CLO 3, L3] 05
   b) A consumer reaches equilibrium by equalizing the marginal utility per dollar spent on all goods. - Explain the statement. [CLO 3, L4] 05

Section-B

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

1. a) Distinguish between economies of scale and economies of scope with proper example. [CLO 2, L2] 04
   b) Explain the law of diminishing marginal returns with the help of a suitable example and diagram. [CLO 2, L3] 06

2. a) 10

Case	Labor (worker per day)	Output (pen per day)	Total fixed cost (TFC)	Total variable cost (TVC)	Total cost (TC)
			(dollars per day)		
A	0	0	25	0	25
B	1	4	25	25	50
C	2	10	25	50	75
D	3	13	25	75	100
e	4	15	25	100	125
f	5	16	25	125	150

From the above data find out MC, AFC, AVC and ATC and graphically analyse, why short run average total cost curve is looked 'U'shaped. [CLO 5, L4]

3. a) Using suitable diagrams, explain the conditions of economic profit, loss, business with loss and shut down points in a perfectly competitive market. [CLO 5, L4] 06
   b) Explain deadweight loss due to monopoly business. [CLO 5, L3] 04

4. a) Explain the reason behind the labor supply curve being backward bending. [CLO 4, L3] 05
   b) How can be the concept of marginal revenue product and marginal factor cost used in determining the optimum size of work force in a manufacturing organization? [CLO 4, L4] 05

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Khulna University

School: Management and Business Administration **Discipline:** Human Resource Management **Program:** BBA in HRM

Year: Second **Term:** First **Examination Year: 2026** **Session: 2024-2025**

Course Code: 0542 25 Stat 2153 **Course Title: Business Statistics**

Total Marks: 60 **Time:** 3 Hours **Credit:** 03

Instructions (if any): Use separate sheet for each section and answer all parts of a specific question together such as 1a, 1b, 1c....

Section-A

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

1. a) Explain qualitative and quantitative variables with suitable examples. [L1; CLO1] 04

   b) Distinguish between descriptive and inferential statistics with examples. [L2; CLO1] 04

   c) Identify the level for the following variables: i. Blood group; ii) Temperature in Celsius ; iii) Jersey number; iv) Monthly income. [L2; CLO1] 02

2. a) Differentiate between bar diagram and histogram. [L3; CLO2] 03

   b) Calculate Karl Pearson's coefficient of correlation for the following data: [L2; CLO3] 05

X	2	4	6	8	10
Y	5	7	9	8	11

   c) Mention some limitations of drawing a pie chart. [L1; CLO1] 02

3. a) The following marks were obtained by 10 students: 05

   12, 15, 18, 20, 22, 25, 28, 30, 32, 35

   Calculate the arithmetic mean and median. [L4; CLO3]

   b) Find the quartile deviation and coefficient of quartile deviation for the following data: [L2; CLO2] 05

   12, 15, 18, 20, 22, 25, 28, 30, 32

4. a) The scores obtained by 9 students in two aptitude tests are given below: 06

Student	A	B	C	D	E	F	G	H	I
Test–I	65	72	80	55	90	68	75	60	85
Test–II	62	70	84	58	88	66	78	63	82

   Find Spearman's rank correlation coefficient and interpret the result. [L4; CLO3]

   b) The monthly incomes of five employees are Tk. 15000, 18000, 20000, 25000 and 32000. Calculate: 04

   i)GeometricMean

   ii) Harmonic Mean [L5; CLO3]

Section-B

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

1. a) Define regression analysis with mathematical equation. [L1; CLO2] 01

   b) Explain the importance of regression analysis in business decision-making with necessary examples. [L2; CLO1] 04

   c) A business firm wants to analyze the relationship between advertising expenditure and sales revenue by using simple regression analysis. The following data were collected from 10 different months: 05

Advertising Expense (X) in thousand Tk.	2	3	4	5	6	7	8	9	10	11
Sales Revenue (Y) in thousand Tk.	18	22	25	30	34	38	42	46	50	55

   Construct the regression line of Y on X. Also Interpret the regression coefficient and intercept terms. [L6; CLO1]

2. a) Discuss about different types of skewness and kurtosis with appropriate figure. [L6; CLO2] 05

   b) The following table shows the monthly sales revenue (in thousand taka) of 12 retail shops. 03

Sales Revenue	80, 85, 90, 95, 100, 100, 100, 110, 120, 130, 150,180

   Identify Karl Pearson's Coefficient of skewness. And interpret the results. [L3; CLO3]

   c) Distinguish between correlation and regression analysis. [L4; CLO2] 02

3. a) What is meant by Index number? [L1; CLO2] 01

   b) A family consumes the following commodities: 04

Item	Price (Base)	Price (Current)	Quantity
Rice	50	60	10
Milk	40	50	5
Eggs	5	6	20

   Identify Laspeyres Price Index. [L3; CLO1]

   c) Explain the role of Statistical Quality Control in preserving product excellence in a manufacturing company. [L2; CLO3] 03

   d) Compare between the variables control charts and attributes control charts with categories. [L2; CLO2] 02

4. a) Define probability with real life example. [L1; CLO1] 01

   b) Prove that, the value of probability lies between 0 to 1, i.e. $0 \leq p(A) \leq 1$. [L5; CLO2] 03

   c) A fair die is rolled once. Identify the probability of getting i. an odd number, ii. a number greater than 3. [L3; CLO1] 02

   d) State and prove Bayes theorem of probability. [L5; CLO2] 04

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