

Daffodil International University
Faculty of Business and Entrepreneurship
Department of Business Administration
Program: BBA

Semester: Summer 2025
Time: 1 hours 30 minutes
Course Code: 0413-112
Section: 68 (A, B, C, D)

Examination: Midterm

Full Marks: 25

Course title: Introduction to Business

Teacher's Name: DKRT, NAM

[NB: All questions of this part carry equal marks. Answer all of the following questions,

Practical and appropriate examples will carry extra marks.]

Marks- $5 \times 5 = 25$

1. After launching her handmade skincare brand, Aisha quickly realized that passion alone wasn't enough to sustain her business. She needed clear goals and a strategy to turn her ideas into a source of income. As her mentor, you're asked to guide her through this journey. Outline the key business objectives and nation's resources Aisha should focus on and explain how her daily business activities can lead to sustainable profitability. CLO-1, Level-2

2. Demonstrate your understanding of the business environment and illustrate how external factors can influence business decisions, using relevant examples. CLO-1, Level-2

3. Compare the disadvantages of sole proprietorship, partnership, and corporation, highlighting the key differences among them. Also, categorize the different types of mergers commonly seen in the business world. CLO-3, Level-4

4. Rafiq, a young entrepreneur from a small town, launched an eco-friendly packaging startup with a bold vision to reduce plastic waste. While others doubted his idea, his self-confidence and belief in his vision kept him going. He had a strong need for achievement and showed determination despite financial struggles. He refused to follow the crowd, demonstrating a low need to conform, and stood out through creativity and innovation, offering unique and sustainable packaging solutions. His leadership skills helped him build a motivated team, and his decision-making ability allowed him to pivot quickly when the market shifted. Rafiq stayed customer-focused, always listening to feedback and improving products. With energy, resilience, and persistence, he pushed through failures. His visionary thinking guided long-term goals, while his adaptability helped him stay ahead in a changing market. His strong work ethic became the foundation of his success. Based on Rafiq's story, Identify the entrepreneurial qualities he demonstrated. Then, identify the qualities you can nurture within yourself and explain how you can make use of them in your future career. CLO-2, Level-3

5. Analyze the different areas of social responsibility a business must uphold, focusing on its responsibilities towards investors, employees, and consumers. CLO-3, Level-4