Daffodil International University
Department of Accounting
Midterm Exam, Spring 2026
Course Code:0413-101 Course Title: Introduction to Business

Semester: Spring 2026 **Examination:** Midterm Exam
Time: **1 Hour 30 Minutes** Full Marks: **25**
Section: 5A Teachers' Initial: **YA**

[NB: All questions of this part carry equal marks. Answer all of the following questions, practical and appropriate examples will carry extra marks]

Marks-5x5=25

1. ***Explain*** business and its four essential elements. Illustrate how business activities contribute to the standard of living of a country. (CLO-1, Level-2)

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2. A newly established company is struggling to survive in a competitive market while also trying to expand and maintain ethical standards. ***Apply*** the four objectives of business survival, profit, growth, and social responsibility to explain how the company should balance its priorities. (CLO-2, Level-3)
3. The central bank reduces interest rates during economic slowdown. ***Apply*** the concept of monetary policy to explain its impact on businesses. (CLO-2, Level-3)
4. A partnership firm faces internal conflict because one partner makes a risky investment decision without consulting others, resulting in financial loss. ***Analyze*** the liability and management challenges in this form of business ownership. (CLO-3, Level-4)
5. Two competing pharmaceutical companies combine to increase market share and reduce competition in the same industry. ***Analyze*** the type of merger involved and its possible impact on competition. (CLO-3, Level-4)

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