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Unity of

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

Semester: ***Fall 2025***
Time: ***1 hours 30 minutes***
Course Code: **0413-116**
Section:68 (A, B, C, D)

Examination: ***Midterm***
Full Marks: 25
Course title: ***Principles of Management***
Teacher's Name: ***DKRT, DRN***

[NB: All questions of this part carry equal marks. Answer all of the following questions, Practical and appropriate examples will carry extra marks.] ***Marks- 5×5= 25***

1. During your university's entrepreneurship fair, your group worked together to plan and manage a business booth. Demonstrate how the members of your group used different managerial skills and roles to ensure the project's success, and summarize how each skill contributed to achieving the group's overall goals. **CLO-1, Level-2**

2. Classify the four basic activities that make up the management process, and illustrate how these activities are connected to each other in achieving organizational objectives. **CLO-1, Level-2**

3. Apply Fayol's 14 principles of management and McGregor's Theory X and Theory Y to a workplace scenario, and identify how the assumptions of Theory X and Theory Y influence employee behavior and managerial decisions. **CLO-2, Level-3**

4. GreenLeaf Organics is a small startup that produces eco-friendly packaging. Recently, the company has faced several challenges: a sudden increase in raw material prices, new government regulations on plastic use, growing competition from larger companies, and changing consumer preferences toward sustainable products. The management team is trying to understand how these external factors affect their operations and plan for the future. **Examine the external environment factors affecting GreenLeaf Organics, and distinguish how each factor could influence the company's strategies and decision-making. CLO-3, Level-3**

5. Analyze and compare the arguments for and against social responsibility: which do you find more compelling? **CLO-3, Level-4**