ourdiu.com | Shared by Md. Rakib Ullah Mir

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

Semester: ***Summer 2025*** *Examination:* ***Final***
Time: ***2 hours*** *Full Marks: 40*
Course Code: **0413-112** *Course title:* ***Introduction to Business***
Section:68 (A, B, C, D) *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- 5×8= 40***

1. **Explain** the barriers to international trade and how they affect firms conducting international business. **CLO-1, Level-2**

2. At Innovatech, a recent product launch faced unexpected challenges that required quick thinking, effective coordination, and clear leadership from various people in the organization. The company's success depended on how well these individuals used their unique skills and fulfilled their roles.

   Based on this scenario, **compare and classify** the different levels of management involved, and explain how the specific managerial skills and roles at each level are essential to overcoming such challenges and ensuring organizational success. **CLO-1, Level-2**

3. **Apply** Maslow's hierarchy of needs theory to identify the key stages of motivation in your own life, and develop a plan to meet those needs effectively. **CLO-2, Level-3**

4. **Examine** the types of accounting information required by government regulatory agencies and managers inside the company, and classify these requirements based on whether they are for internal or external use. **CLO-3, Level-4**

5. TechNova X1, a new smartphone brand, has entered the Bangladesh market. It offers advanced camera features, competitive mid-range pricing, and is available in both online and retail stores. The company runs aggressive social media campaigns and has trained customer service teams, fast repair services, and modern service centers with a premium look. After three months, online sales are growing rapidly, but physical store sales remain low.

   Analyze how the company's current marketing strategies may be influencing the gap between online and in-store sales, and classify which specific areas require improvement to boost physical store performance. **CLO-3, Level-4**