

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

Semester: Fall 2026

Examination: Midterm

Time: 1 hour 30 minutes

Full Marks: 25

Course Code: 0413-112

Course title: Introduction to Business

Section: 72 (A, B, C, D, E, F, G, H)

Teacher's Name: Dr. Mominul/NAM/Farjana/Nowrin/Dr. Rabbani/Nafis

[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. **Illustrate** the key objectives of businesses and key resources of businesses in performing different activities in business operations. CLO-1, L-2. Marks-5
2. **Compare and contrast** a sole proprietorship, a partnership, and a corporation. Based on these differences. Illustrate which business structure would be most suitable for a tech startup planning to raise venture capital, and why. CLO-1, L-2. Marks-5
3. A mid-sized company in Bangladesh plans to launch a restaurant. Various external factors are affecting the market, including changes in customer preferences, economic conditions, and operational challenges. **Apply** PESTLE analysis to organize the restaurant's business environment. CLO-2, L-3. Marks-5
4. **Analyze** the various types of internal and external risks a growing business faces, and analyze the specific entrepreneurial qualities that are required to navigate these challenges to ensure long-term growth and sustainability. Illustrate your answer with examples of real-world or hypothetical entrepreneurs. CLO-3, L-4, Marks-5
5. As the core people of any business, employees drive operations while customers provide revenue and sustenance. **Examine** the social responsibilities a business owes toward its employees, customers, and the environment, and explain how fulfilling these responsibilities contributes to long-term organizational success. CLO-3, L-4, Marks-5