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

Semester: ***Summer 2025*** *Examination:* ***Midterm***
Time: ***1 hours 30 minutes*** *Full Marks: 25*
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- 5×5= 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**