

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

Semester: **Fall 2025**

Time: **1 hours 30 minutes**

Course Code: **0413-112**

Section: **69 (A, B, C, D,E)**

Examination: **Midterm**

Full Marks: **25**

Course title: **Introduction to Business**

Teacher's Name: **DKRT, NAM, DRN**

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**[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. Explain how different business activities contribute to earning profit and interpret their significance in achieving overall organizational success. **CLO-1, Level-2**
2. Imagine you have started a food delivery service targeting busy professionals. Summarize your business idea and demonstrate its SWOT analysis. Relate any three elements of the external environment that may affect your business operations. **CLO-1, Level-2**
3. Plan a small partnership-based business and construct a framework that shows how responsibilities and profits will be shared among partners. Additionally, apply your understanding of mergers by identifying which type of merger your business could pursue in the future to expand its market position. **CLO-2, Level-3**
4. "Glow & Shine Salon" started two years ago in a busy area of Dhaka. It offered beauty services to young professionals. The owner invested all personal savings and rented a nice space quickly. At first, a few clients visited, but over time, fewer customers came back. New service packages were added, but sales stayed low. The owner kept changing prices to attract more clients, but income did not grow. Staff schedules were confusing, and some employees didn't know their daily tasks. Financial records were messy, often written by hand, making it hard to track money. The owner also tried to expand services without checking what the market wanted, and marketing was done irregularly. Even with long working hours, the salon had trouble staying stable, and the owner felt stressed with expenses and daily operations. **Analyze the case of "Glow & Shine Salon" and discover the main reasons the business is struggling. CLO-3, Level-4**
5. In Country Z, prices are determined entirely by supply and demand. Private companies compete freely, and the government has minimal intervention. Some firms grow rapidly, while others fail. **Discover the key features of this free market scenario and compare the potential advantages and disadvantages for businesses and consumers compared to a planned economy. CLO-3, Level-4**