

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

Semester: *Summer 2025*  
Time: *1 hours 30 minutes*  
Course Code: **0413-112**  
Section: *68 (A, B, C, D)*

Examination: *Midterm*  
Full Marks: *25*

Course title: *Introduction to Business*  
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-  $5 \times 5 = 25$

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