

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

Semester: Spring, 2025

Examination: Final

Time: 2 Hours

Full Marks: 40

Course Code:0413-311

Course Title: Entrepreneurship

Section: 64-All

Teacher's Initial: BK, JH

[NB: Answer all the following questions. Practical examples will have significance. Each question carries equal marks 4*10=40 marks]

1. In a newly formed business with multiple founders, how can management team roles be effectively identified and assigned, and at what stage in the business development process is it essential to **Develop** a structured management team? Provide Relevant example. [CLO1, Level6]
2. If a robot is to be developed as part of a business plan, what conceptual stages of product development would be involved in transforming the initial idea into a market-ready product? What strategies can be employed to protect intellectual property when developing and launching a new product, such as a robot, in a competitive market? **Explain** with a relevant example and illustrate the concept using a graph. [CLO2, Level4]
3. As a new entrepreneur with limited experience in financial planning, you understand the importance of creating key financial statements—Cash Flow Statement, Income Statement, and Balance Sheet—to help you manage your business's financial health and make informed decisions.
 - Sales 104000 T.k in month 1, half off all customers pay in cash in month 1; the rest are invoiced and given 30-day terms.
 - Inventory and raw materials are purchased on credit and paid for in 30 days; therefore 70280 T.k is paid in month 1.
 - Operating expenses are 23360 T.k in month 1 and are paid in the month they occur. Interest expense 578 T.k for month 1.
 - The beginning cash balance for Month 1 is 20000 T.k

Based on these assumptions **Make a cash flow statement, income statement, balance sheet** for your new business plan (Include all the current, non-current, tangible, intangible fixed asset, current liability, long term liability, equity and retained earnings) and write down the source of funding for your new venture by following this example:

Start-Up Item	Cost Estimate	Source of Fund
Example: Equipment	20000000 T. k	Bank Loans

[CLO3, Level3]

4. Explain the lower and higher pricing position strategies for launching a new product and the steps of the pricing process that the entrepreneur should follow to set the price for their new product.

	Question	Formula	Enter Amount (BDT)
A	What is your cost of product per unit?	Enter unit cost	
B	How many units do you estimate you will sell in one year?	Enter estimate of number of units sold in one year	
C	What is your total estimated yearly cost of goods sold?	Unit cost (A) \times units sold (B)	
D	What are your estimated yearly operating expenses (excluding your salary)?	Estimated monthly operating expenses \times 12	
E	What is your estimated yearly salary as entrepreneur?	Salary per year	
F	How much pre-tax profit do you want to make after covering all business expenses?	(Total product cost (C) + yearly operating expenses (D) + salary per year (E)) \times desired profit %	
G	What is your estimated annual tax liability?	(Salary per year (E) + profit (F)) \times Corporate Tax (23%)	
H	How much annual revenue will you need to generate?	Total product cost (C) + yearly operating expenses (D) + salary per year (E) + desired profit (F) + yearly estimated tax liability (G)	
I	What is the wholesale price for your product?	Annual revenue required (H) \div estimated number of units sold (B)	
J	What is the retail price for your product?	Wholesale price per unit (I) \times 2	

[CLO3, Level5]

Good Luck!