

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

Semester: **Spring 2026**  
Time: **1 hours 30 minutes**  
Course Code: **0413-112**  
Section: **70 (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 the key activities performed by businesses to earn profit and outline the different roles these activities play in business operations. CLO-1, L-2. Marks-5
2. Nestlé Bangladesh Ltd. and Coca-Cola Bangladesh Ltd., two leading soft drink companies in the country, are considering a merger to expand their market presence. Demonstrate which type of merger would be most appropriate in this situation and interpret its potential effects on competition and customers. CLO-1, L-2. Marks-5
3. A mid-sized company in Bangladesh plans to launch a new line of ready-to-eat meals. Various external factors are affecting the market, including changes in customer preferences, economic conditions, and operational challenges. Apply PESTLE analysis to organize the business environment for the company's new product launch. CLO-2, L-3. Marks-5
4. Fatima, a young entrepreneur in Dhaka, decided to start a small organic food delivery service targeting busy urban families. She invested her personal savings and borrowed from friends to fund the business, accepting that failure could affect her finances and future career opportunities. To stand out, Fatima introduced innovative meal plans and used modern technology for ordering and delivery, even though customer acceptance was uncertain. She faced intense competition from established food delivery companies and had to maintain a strong reputation in the community to gain trust.  
In addition, she navigated complex legal requirements for food safety, adhered to health regulations, and invested in hygiene and quality control to prevent any health-related issues. Despite the risks, she planned carefully, adapted quickly to challenges, and envisioned long-term growth for her venture. Her ability to make bold decisions, develop creative solutions, and maintain a clear long-term vision helped her gradually build a loyal customer base and gain recognition in the market. Analyze the different types of risks Fatima faced in her business and the entrepreneurial qualities she demonstrated that contributed to the growth and sustainability of her venture. CLO-3, L-4. Marks-5
5. Assume you are tasked with recommending corporate social responsibility (CSR) initiatives for an organization. Examine how your dual perspective as both a customer and an employee would influence your recommendations. CLO-3, L-4. Marks-5