

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

Semester: *Summer 2026*
Time: *1 hours 30 minutes*
Course Code: **0413-116**
Section: *70 (A, B, C, D, E)*

Examination: *Midterm*
Full Marks: *25*

Course title: *Principles of Management*
Teacher's Name: *DKRT, MAH2, DMMI*

[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

After severe flooding in different parts of Bangladesh, a well-known mobile financial service company donated money to flood victims, provided emergency cash transfer services, and helped distribute food and medicine. The company also promoted its relief activities through television advertisements, social media, and news reports.

Many people appreciated the company's efforts and considered them a good example of corporate social responsibility. However, some people believed that the company was using the flood relief program mainly to improve its image and attract more customers.

1. **Interpret** the company's flood relief initiative from a corporate social responsibility perspective. Do you support or oppose the criticism that the initiative was mainly intended to improve the company's public image? Justify your answer. (CLO-1, L-2), Marks-05
2. Illustrate how the Human Relations Movement and McGregor's Theory X and Theory Y explain employee behavior and motivation in the workplace. (CLO-1, L-2), Marks-05
3. Imagine you have been promoted as the Project Manager of "EcoSip," a company launching an eco-friendly smart water bottle. Apply technical, human, and conceptual skills to perform the managerial roles required to ensure the successful launch of the product. (CLO-2, L-3), Marks-05
4. Compare the influence of economic and technological dimensions of the general environment on customers, suppliers, and competitors within the task environment. (CLO-3, L-4), Marks-05
5. **Examine** the relationship between an organization's ethical responsibilities toward employees and employees' responsibilities toward the organization, and analyze how this relationship affects workplace performance. (CLO-3, L-4), Marks-05