

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

Semester: Spring-2026
Time: 1 hour 30 minutes
Course Code: 0413-413
Sections: 64-A

Examination: Mid-term
Full Marks: 25
Course Title: Training and Development
Teacher's Name: MAH2

*[NB: All questions carry equal marks. Answer all of the following questions. Practical and appropriate examples will carry extra marks.] Full Marks: 6.25*4=25*

1. **Compare and contrast** between Training and Development. **Explain** how training relates to attracting new employees, retaining employees, and motivating employees? **6.25 (CLO-1, L2)**
2. **Apply** your understanding of competitive strategy to explain how the training activities of a company that is dominant in its product market would differ from those of a company that emphasizes research and development. **6.25 (CLO-2, L3)**
3. **Justify** the actions you would take to ensure that older employees with little computer experience have a high level of readiness for training on how to use the internet, and **assess** how you would determine their readiness for the training. **6.25 (CLO-3, L5)**
4. **Design** a training strategy that uses digital badges and micro-credentials to influence employee learning, explaining how your design is informed by one of the following theories: expectancy theory, goal-setting theory, or adult learning theory. **6.25 (CLO-4, L6)**