

Instructions:

1. Read the Entire question paper carefully. Understanding the question is a part of the exam.
2. Any sort of plagiarism has absolute “zero tolerance”.
3. Answer **any five questions from the six questions**
4. Each question carries six (6) marks
5. Students should keep their camera on.
6. Students should open an MS Word file/doc file by saving it by their name and ID.
7. Exam time is two hours including buffer time.
8. Answer scripts should be submitted in Turnitin(MS word file/doc file)
9. Students will be called for VIVA if any suspicious activity is found during the exam
10. After finishing the exam submit the answers file to Turnitin, class created by your respective course teachers.
11. After 2 hours turnitin will be closed.

1. a) While confined at home due to illness and unable to go outside, consider a situation where Zahir finds himself deliberating the decision to receive a vaccination against a prevalent disease. Apply the 7D's framework of rational decision-making in the context of vaccination and explain the significance of each sequential step within this framework briefly. (2 marks)

b) In the context of corporate strategy formulation, consider a scenario where a footwear manufacturer needs to select strategic approaches that will concentrate on a particular market by understanding the dynamics of the market and the unique needs for the shoes of the customer in the market. The company aspires to position itself as the preferred destination for customers seeking unique and differentiated footwear. The company aims to build strong loyalty with the customers. According to Porter's generic strategy framework, what kind of strategy can this company adopt? Discuss. (2 marks)

c) Reflecting on past professional experiences, Suraiya contrasts the leadership styles exhibited by two distinct supervisors. In a previous company, Suraiya had a boss who didn't engage in discussions about official matters with any subordinates and made decisions independently, leading to feelings of frustration in such a working environment. Upon switching jobs and joining a new company, Suraiya's current boss is friendly, considering the opinions of subordinates and making decisions through discussions with employees. What kind of leadership style do these two bosses follow? Mention the basic differences between the two types of leadership styles. (2 marks)

2. Mr. Qusem is the founder of **Agragamee Interactive School**. This school aims to make learning fun through creative activities. To run the school, they advertise all teaching positions in a specialist newspaper publication called **The Daily Star** where interested candidates were instructed to apply with their CV.

a) What type of recruitment is this? According to you what else the HR department of the school can do to attract more potential employees? (1+2 Marks)

b) You have recently joined ALO Textile Ltd, a Manufacturing Company as the Training and Development Manager. Upon joining, you quickly identified a critical issue within the production team: a lack of trained employees, leading to decreased productivity and quality issues in the manufacturing process. The company has recognized the need for immediate intervention to address this challenge, and you have been assigned to formulate and implement a comprehensive Training and Development plan. Discuss any two of the Training methods you believe would be effective in this situation to improve the performance of the team. (3 marks)

3. Square Food and Beverage Ltd. is one of the pioneer companies that want to be a world-class food products manufacturer in Bangladesh by ensuring intrinsic quality products and customer services with state-of-the-art technology and motivated employees. Square Food and Beverage has five different brands and among them Radhuni has four product lines such as spices, ready mixes, pulses and cereals, and edible oil. Radhuni is now introducing Olive oil as a new product. Now, please answer the following questions

- a)** Which of the market segmentation variables should be considered in the above case and why? (3 marks)
- b)** Explain the consumer decision-making process for the Olive oil (3 marks)

4.(a) Considering the store manager's responsibilities, specify which specific financial statements the manager should generate and explain the relevance of each statement. . (3 marks)

b) Reynold Poernomo, a renowned pastry chef, is working on his second cookbook. How can he safeguard his work from unauthorized duplication? What kind of asset is this? (1 marks)

c) An automotive parts store has a COGS of \$700,000 with an average inventory of \$14,000. Calculate the inventory turnover and comment on it. (2 marks)

5. a. In Bangladesh, individuals have options to invest their savings in different areas such as Instruments in Private Commercial Banks, Government Instruments for example Sanchay Patra, etc. Discuss three pros and cons for each of the above two types of investment. (3 marks)

b. According to a lot of surveys, being an investment banker is one of the highest-paying jobs in the world right now.

- i)** Give two examples of investors in the world and justify why you think they are considered good investors. (1 mark)
- ii)** Being a Bangladeshi, the first place normally anyone will start investing in is in his/her native country. Explain one fundamental reason why it can be beneficial to invest in the capital market of Bangladesh? (2 marks)

6. a. You have opened a new restaurant. You are now looking for an operations manager to assist you in running the restaurant successfully. You are looking for a person who has experience in managing both products and services.

- i)** Why do you want your manager to be experienced in both products and services? (1 marks)
- ii)** The ultimate goal of operations management is to ensure standard products/services and customer satisfaction. Under the concept of service design, explain 2 focus areas of your service. (3 marks)

b. In our everyday lives, we have to abide by numerous processes to create value and/or add value to our efforts.

- i)** Explain what do you understand by 'Process' with a personal example (2 marks)