



Fall 2023
Midterm Examination
BUS 102: Business-Basics, Ethics and Environment
Time: 1 Hour 20 min. (Total time 11am to 12.30 pm); Marks: 20
Faculty Initial:
Section:

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 four questions from the from five questions**
4. Each questions carries five (5) marks
5. Students should keep their camera on.
6. Students should open a MS word file/doc file by saving it by their name and ID.
7. Exam time is 90 min where 1hour 20 min for exam duration and 10 min 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 found during the exam
10. After finishing the exam submit the answers file to turnitin, class created by your respective course teachers.
11. After 90 min turnitin will be closed.

- 1. (a)** Imagine you are thinking of starting a restaurant in your community. Answer the following questions:
- i. Who will be the various stakeholders of your business? (1 marks)
 - ii. Explain the role of entrepreneurship in an economy.(2 marks)
- (b)** Raida and Sarina jointly own a food café and share management responsibilities. Zaima wishes to invest her money in her friends’ food café. She is reluctant to be liable for losses beyond her investment. Moreover, she does not wish to be engaged in business management. Explain which business structure would be most appropriate for Zaima and how she would be taxed. (2 marks) (250 words max)
- 2.** Imagine you are a senior manager at a medium-sized tech company that specialized in software development here in Bangladesh. Your company is facing increased competition and changing market dynamics. You have been tasked with evaluating the company’s growth potential and decide to conduct a environmental analysis to gain insights into the external factors that may impact its future.
- Question:** Given the current industry landscape and your company’s position, could you explain how environmental factors can help assess the potential for growth and success in the coming years? (5 marks) (250 words max)
- 3.** A family-owned business, 'Harmony Gardens', is managed by two siblings, Sofia and Marcus, who are deeply invested in understanding and fulfilling their responsibility to stakeholders.

Sofia, the CEO, strongly believes that fostering ethical behavior starts at the top. She regularly emphasizes the importance of integrity, honesty, and accountability in all business dealings. She actively incorporates these values into company policies and decision-making processes. For instance, under her guidance, the firm ensures transparency in financial reporting and consistently emphasizes the importance of corporate integrity. Moreover, she believes that customers, investors, employees, and the community hold specific rights and expectations. For example, customers expect high-quality, sustainable products. Employees seek fair wages and a safe working environment. The community expects the company to contribute positively, while the environment demands eco-friendly practices.

Marcus, the COO, is focused on translating these beliefs into actions. He ensures that Harmony Gardens maintains strong communication channels with customers to address their needs. Successively, he implements clear guidelines to ensure suppliers adhere to ethical labor practices. He supervises the implementation of fair-trade policies for suppliers, to uphold ethical sourcing practices for investors. Marcus also heads employee welfare programs, ensuring the workplace is friendly and safe. Furthermore, he initiates community outreach programs, like educational workshops on sustainable farming practices.

In this case scenario,

- a.** What are the roles do you believe top managers and leaders play in promoting ethical behavior within an organization? (2 marks)
- b.** How does that ethical behavior lead to the corporate social responsibility (CSR) initiatives within that organization? (3 marks) (250 words max)

4. You are a newly appointed consultant for a multinational corporation looking to expand its operations into Bangladesh. Your task is to assess the business environment in Bangladesh and key sectors driving economic growth in this country.

- a.** How has the rise of tech giants like Amazon, Facebook, and Google reshaped global capitalism? (2 marks)
- b.** Discuss the balance of payment (BoP) trends in Bangladesh. What potential risks or advantages might your company face due to the current BoP situation? (3marks) (250 words max)

5. a. Explain the term 'Resource Development'. Give an example. (2 marks)

b. You are one of the top two Bangladeshi exporters of computer monitors, with two factories in Dhaka and Jessore. Your customers include Samsung and Asus. As business is booming, you are planning for a 3rd factory. Suddenly, you are presented with a chance to reduce your price and take away deals from the other Bangladeshi computer accessories manufacturers. But if you lower the price, it will set a precedent of cheap products, and the overall profitability of the market might fall irrevocably.

i. In such a scenario, will you lower the price to make profit, even if it means the market price would fall and force many of the smaller manufacturers? (*Hint: Think in terms of ethics and legality*) (2 marks)

ii. Please explain the concept of monopoly with an example. (1 marks) (250 words max)