

BUS-301W Assignment

Question no: 01

- a) Define entrepreneur. What are the key **characteristics of a successful entrepreneur**?
- b) Today if you have a computer and internet connection you can be an entrepreneur. Do you support this statement? Give five examples of business idea that can be done through ICT (Information and Communication Technology).
- c) We are getting enormous graduates from various public and private universities in Bangladesh but not getting mentionable entrepreneurs from them. What are the reasons might have behind this? Write at least five reasons.
- a) List and explain three personal reasons why people choose to become entrepreneurs.
- b) What are the risks associated with starting a new business?
- c) Explain the difference between an entrepreneur and an intrapreneur.
- d) Explain the different types of entrepreneurs with examples.

Question no: 02

- a) How has technology improved **entrepreneurship opportunities** in Bangladesh?
- b) What is **e-commerce**, and how has it changed business in Bangladesh?
- c) Name three **popular e-commerce platforms** in Bangladesh.
- d) How can entrepreneurs use **social media for business growth**?
- e) Why is **digital marketing** important for modern businesses?

Questions no: 03

- a) Define business opportunity in your own words.
- b) List and explain three characteristics of a good business opportunity.
- c) Why is market demand an essential feature of a business opportunity?
- d) Discuss the different types of business opportunities with examples.
- e) List three profitable business opportunities in Bangladesh and explain why they are successful.
- f) How has e-commerce created new business opportunities in Bangladesh?

Questions no: 04

- a) Define a startup and list three of its key features.
- b) How does a startup differ from a traditional small business?
- c) Explain the importance of **scalability** in a startup.
- d) What are some common funding options available for startups?
- e) Discuss the **different types of startups**
- f) Discuss the **top five reasons** for startup failure and how entrepreneurs can avoid them.

Questions no: 05

- a) Define **Fintech** and give two examples of Fintech startups.
- b) Define a **unicorn startup** and provide two examples.
- c) What are the key characteristics of a unicorn startup?
- d) Why do most unicorn startups come from the **technology sector**?
- e) Name two well-known **FinTech companies in Bangladesh**.
- f) How has **bKash** changed the financial landscape in Bangladesh?
- g) What is the role of **Nagad** in digital transactions?
- h) How do FinTech startups help in **reducing cash dependency**?
- i) What are the biggest challenges faced by **FinTech startups in Bangladesh**?

Questions no: 06

A popular bookstore in Sylhet is losing customers due to the rise of e-books and online shopping. The owner wants to use creativity to make the bookstore a popular destination again.

- a) What creative ideas can the bookstore implement to attract more visitors?
- b) How can they integrate digital technology to enhance the customer experience?
- c) What partnerships or events could they organize to bring in more foot traffic?
- d) How can they use social media and online platforms creatively to increase sales?
- e) If you were advising the bookstore owner, what unique approach would you suggest?

Questions no: 07

During a flood in rural Bangladesh, a food processing company, Good**Foods**, has the resources to help affected communities by providing food and financial aid. However, its management is unsure if they should get involved, as it might impact their short-term profits.

- a) Should Good**Foods** take social responsibility during the crisis? Why or why not?
- b) How can the company contribute to disaster relief while maintaining business sustainability?
- c) What long-term benefits can businesses gain from engaging in social responsibility during crises?
- d) How can businesses and the government collaborate to provide effective disaster relief?
- e) What challenges might the company face in providing aid, and how can they be managed?

Questions no: 08

- a) Define **women entrepreneurship** and explain its importance in Bangladesh.
- b) List three **challenges faced by women entrepreneurs** in Bangladesh.
- c) How has **e-commerce helped women entrepreneurs** in Bangladesh?
- d) Explain the role of **microfinance institutions** in supporting women entrepreneurs.
- e) Give two examples of **successful women entrepreneurs** in Bangladesh and describe their contributions.

Questions no: 09

- a) Based on the competitive landscape in Bangladesh's mobile payment sector, analyze the **competitive strategies** of bKash, Nagad, and Rocket. What are the **opportunities and threats** for a new mobile payment startup entering the market?
- b) Imagine you are the CEO of a new Fintech startup entering Bangladesh's mobile payment market. Conduct a **SWOT analysis** of your competitors (bKash, Nagad, Rocket) and discuss how your startup can position itself to compete effectively.

Questions no: 10

- a) Define the concepts of Blue Ocean Strategy and Red Ocean Strategy. Provide an example of a company that successfully used a Blue Ocean Strategy to break away from a Red Ocean.
- b) How has the **rise of e-commerce platforms** like Daraz and Chaldal influenced business opportunities in Bangladesh?
- c) Identify and briefly explain some **emerging business opportunities** in Bangladesh.