University of Asia Pacific

Student’s ID No.

Section:

Program: Bachelor of Science in CSE

Semester: Spring 2021

Course: BUS 401 (Business and Entrepreneurship)

Midterm Examination

Duration: 1 Hour

Full Marks: 20 Marks

* Answer any TWO of the following questions.
* All parts of each question must be answered consecutively i.e., (a), (b), …. this sequence must be maintained. But the serialization of the question numbers is not mandatory.
* You are to write the answers on separate sheets and must turn in the answer scripts by 5:20 PM to the Google Classroom.
* You must turn on your video at the time of your examination.
* You must write your ID and Section in the box at the top of the question paper and the question paper must be pre-tagged to the answer scripts.
* The answer scripts must be scanned and be converted into pdf format.
* At the top of each page of the answer scripts write the page numbers and your ID. Answer scripts must be sent in a single file.

**Question No. 1 [Marks: 4 + 3+3 = 10]**

Everybody knows what a desktop computer looks like, although it’s hard to describe its major components as anything other than “monitor and a box with keyboard, mouse and connected cords.” From your academic learning, you might recognize something like a great system consisting of hardware components, software, and great configuration for magic-like operations. One might think like how these components are manufactured, assembled and are made available to us for using in our daily routine jobs such as doing our word processing tasks, counting, Internet browsing, linking with our friends and family members, connecting to classroom works and many other similar works. Our general concerns regarding this wonder of the contemporary world include: how these wonderful instruments come to the market for buying and using? How are these devices manufactured and assembled? How the activities in the plants are carried on to manufacture them?

On the basis of the above paragraph’s concerns, you are asked to answer the following basic questions on management.

1. How are the total activities carried in relation to the procurement, manufacturing, distributions, and sales of the personal computers classified from a business perspective? Give a brief description of all the functions. Which special function does the PC making firm should emphasize to stay ahead in the marketplace?
2. Organizations that manufacture all the essential components, assembling them and make the PCs available to end users require various forms of resources. Identify and describe the major forms of resources used by such PC manufacturing, assembling and distributing firms.
3. Narrate all the managerial activities the PC making firms’ managers are normally perform to realize the goal of these firms.

**Question No. 2 [Marks: 1+2+3+4 =10]**

The planning process itself can best be thought of as a generic activity. All organizations engage in planning activities, but no two organizations plan in exactly the same fashion. A generalized process of planning is shown in your text book that most organizations attempt to follow. But although most firms follow this general framework, each also has its own nuances and variations.

On the basis of the above propositions regarding the managerial functions of planning, you are to answer the following questions.

1. What is the first step in establishing plans?
2. Name the essential steps involved in planning process.
3. In realizing organizational goals, organizations undertake various forms of plans. What are the major forms of organizational plans? Distinguish between them.
4. Which berries may impede a manager’s planning process and how can you overcome them?

**Question No. 3 [Marks:2+2+3+3 = 10]**

Volkswagen sold its original Beetle automobile in the United States until the 1970s. The original

Beetle was made of inexpensive materials, was built using an efficient mass-production technology, and offered few options. Then, in the 1990s, Volkswagen introduced its new Beetle, which has a distinctive style, provides more optional features, and is priced for upscale buyers.

Answer the following questions in relation to the above contextual situations.

1. Define a firm’s strategy using the five Ps.
2. When a firm has its strategies, which actions are needed for the successful execution of these strategies?
3. What was Volkswagen’s strategy with the original Beetle? What was its new strategy introduced in the 1990s with new Beetle?
4. Which competitive strategy should Volkswagen adopt to capture the market of Bangladesh or similar other countries?