



University of Asia Pacific

Department of CSE

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Year: 4th

Semester: 2nd

Course Code: BUS 401

Course Title: Business and Entrepreneurship

Date: 12.09.2021

"During Examination and upload time I will not take any help from anyone. I will give my exam all by myself."

University of Asia Pacific

Admit Card

Mid-Term Examination of Spring, 2021

Financial Clearance PAID

Registration No : 17201012

Student Name : Rashik Rahman

Program : Bachelor of Science in Computer Science and Engineering



Sl.NO.	COURSE CODE	COURSE TITLE	CR.HR.	EXAM. SCHEDULE
1	CSE 425	Computer Graphics	3.00	
2	CSE 426	Computer Graphics Lab	1.50	
3	CSE 429	Compiler Design	3.00	
4	CSE 430	Compiler Design Lab	1.50	
5	BUS 401	Business and Entrepreneurship	3.00	
6	BUS 402	Business and Entrepreneurship Lab	0.75	
7	CSE 457	Design and Testing of VLSI	3.00	
8	CSE 458	Design and Testing of VLSI Lab	0.75	
9	CSE 400	Project / Thesis	3.00	

Total Credit: 19.50

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2. No examinees shall be allowed to submit their answer scripts before 50% of the allocated time of examination has elapsed.

3. No examinees would be allowed to go to washroom within the first 60 minutes of final examinations.

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Answer to the Q. No. 2(a)

The first and most crucial step in the planning cycle on establishing a plan is to determine what is to be accomplished during the planning period. In other words Objective is the first step to establish a plans.

Answer to the Q. No. 2(b)

Essential steps involved in planning process are mentioned below.

- i) Objective: Objective is the first element in planning process and it must have vision and mission statement. and provide long-term goals.
- ii) Resources: Next step is to determine what resources are required to execute the plan.
- iii) Action: Third stage is determining and selecting who will do what actions to achieve the goal on execute the plan.

iv) Implementation: Next step is to make a roadmap to implement the plan to reach the ~~organ~~ organizational goals.

Answer to the Q. No. 2 (c)

There are four major form of plans. They are!

i) Strategic planning: strategic planning includes a high level overview of the entire business. It's a foundational basis of the organization and will dictate long term decisions. The scope of the strategic plan can be upto next 10 years. Important components of strategic plan are vision, mission and values.

ii) Tactical planning: Tactical planning supports strategic planning. It includes ~~planning~~ tactics that the organization plans to use to achieve what's outlined in the strategic plan.

iii) Contingency Planning: Contingency plans are made when something unexpected happens or when something needs to be changed. Business experts sometimes refer to these plans as a special type of planning.

iv) Operational Planning: This type of planning typically describes the day to day running of the company. Operational plans are often described as single use plans or ongoing plans.

Distinguishable points of these plans are given below:

Strategic	Tactical	Contingency Operational	Operational Contingency
Strategies to reach organization goals.	Planning to develop and implement strategic goal	Planning focus on implement tactical plan	If alternative course of action needed.
Long term plans	Short term plan to develop specific part of strategic plan	day to day plan for max one year to implement tactical plan.	

Answer to the Q. No. 2 (d)

Barriers to goal setting and planning.

Barriers:

- i) Making inappropriate goals.
- ii) Improper reward system.
- iii) Dynamic and complex environment can make barriers.
- iv) Reluctance to establish goals.
- v) Resistance to change.
- vi) Constraints could hold goals to be implemented.

Ques

~~Ques~~

How to overcome the barriers:

- i) Understand the purpose of goals and planning properly.
- ii) Easy communication and participation
- iii) Consistent planning, revise them and also update them if needed.
- iv) Effective rewarding system.

Answers to the Q. No. 3(a)

Five p's of ^{firm's} strategy given below:

- i) Plan: A strate is a plan for dealing with situations. A plan has to be made before possible action are taken and its also important that the plan is followed consciously and effectively.
- ii) Pattern: Where making a plan is about the intenced strategy, patterns are about strategies that have been ~~implemented~~ implemented before.
- iii) Position: This is about the organization's position in the market, the interaction between the internal and external context.
- iv) Perspective: Strategy is about more than the chosen position, it's also about the larger perspective.
- v) Ploy: Mintzberg says that getting the better of competitors, by plotting to disrupt, dissuade, discourage, or otherwise influence them can be a part of strategy.

Answer to the Q.No. 3 (d)

To capture the market of Bangladesh Volkswagen should adopt international and global strategies. International and global strategies are given below:

- i) International firms can improve their efficiency through several means not accessible to a domestic firm.
- ii) Location efficiencies, by locating their facilities anywhere in the world that yields the lowest cost.
- iii) They may also lower costs by capturing economies of scale.
- iv) By broadening their product line they can enjoy ~~ex~~ economies of scope.

Volkswagen can follow the above mentioned strategies with respect to Bangladeshi market.

Answer to the Q.No. 3(c)

The following actions are needed when a firm has strategies and want to successfully execute them:

i) Environmental scanning: Environmental scanning

is a process of gathering, organizing and analyzing information. and In addition, it's a process that surveys and analyzes data to identify opportunities and threats.

ii) Strategy formulation:

Based on the gathered information you have a clear picture of the objectives. From there you can prioritize your objectives and formulate individual strategies to address each one.

~~iii) Strategy~~

iii) Strategy implementation:

The methods by which strategies are operational or executed within the organization, it focuses on the process through which strategies are achieved.

iv) Strategy Evaluation:

Organization should strive for improvement. Thus they need to make plans/strategies to monitor and evaluate their activities.

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Answer to the Q.No. 3(c)

Volkswagen's strategy with the ^{new} ~~original~~ ~~Beetle~~ ^{Differentiation} strategy. Beetle was ~~cost~~ ~~overall cost leadership~~ strategy. It's an strategy in which an organization seeks to distinguish itself from competitors through the quality of its products or services.

~~The strategy~~

They used differentiation strategy for the ~~new~~ ~~Beetle~~. original ~~was~~ was overall cost leadership strategy. In this strategy organization attempts to gain a competitive advantage by reducing its costs below the costs of competing firms.