



University of Asia Pacific

Department of Computer Science and Engineering

SEMESTER FINAL EXAM-FALL 2020

Course Name : Business Entrepreneurship

Course Code : CSE-401

Semester: 4th Year 2nd Semester

SUBMITTED By

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ID: 17101086, Section: B

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University of Asia Pacific

Admit Card

Final-Term Examination of Fall, 2020

Financial Clearance

PAID

Registration No : 17101086

Student Name : Md. Remon Hasan Apu

Program : Bachelor of Science in Computer Science and Engineering



SI.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

1. Examinees are not allowed to enter the examination hall after 30 minutes of commencement of examination for mid semester examinations and 60 minutes for semester final examinations.

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.

4. No student will be allowed to carry any books, bags, extra paper or cellular phone or objectionable items/incriminating paper in the examination hall.
Violators will be subjects to disciplinary action.

This is a system generated Admit Card. No signature is required.

Ans to the question No: 01

a) Management: Management is a process of planning, decision making, organizing, leading, motivation and controlling the human resources, financial, physical, and information resources of an organization to reach its goals efficiently and effectively.

There are 4 core components of management. They are explained below by Bangladeshi examples:

1. Planning : Planning consists of organizing, directing, leading and controlling activities. As an example, for achieving a goal Unilever is distributed their product by following the organizing, directing by leaders, leading and controlling the product services activities.
2. Making the most efficient and effective use of resources. Unilever uses their products from personal stocks by following the efficiency and effectiveness in the market.
3. Coordinating various activities: Unilever should maintain the coordination activities for achieving their organization goals.
4. Different layers of management: Top line manager, Middle line manager and first line manager. There are two areas of management, they are: marketing and finance.
 - Top line manager: A top level manager is the company COO or CEO. It consists of not more than 10 to 12 people. There is no director in the top level manager. The CEO can operate all of the works of Unilever. He focuses on customer demands, investments and stockholders.
 - Mid line Manager: A director or department head is called mid level manager. The Unilever's director implements the given order from his company CEO.
 - First line manager: A supervisor is called the first line manager. Unilever's supervisor solves the problem of junior executives and

other members. To achieve Unilever's goal the supervisor works directly.

b) Managerial roles and skills:

There are three managerial roles. They are: Interpersonal, Informational and Decisional.

- Interpersonal : In this role a manager performs symbolic duties required by the status of his office. His activities include to greet the visitors and attend the employee family functions.
- Informational : A manager scans the environment and collects internal and external information.
- Desional : Initiates and supervises design of organizational improvement projects.

Skills:

1. Technical skill is knowledge of and proficiency in activities involving methods, processes, and procedures.
2. Human skill is the ability to work with people; it is cooperative effort; it is teamwork; it is the creation of an environment in which people feel secure and free to express their opinions.
3. Conceptual skill is the ability to see the "big picture," to recognize significant elements in a situation, and to understand the relationships among the elements.
4. Design skill is the ability to solve problems in ways that will benefit the enterprise.

Answer to the question no: 02

a)BCG Matrix : BCG Matrix is a tool used in corporate strategy to analyse business units or product lines based on two variables: relative market share and

the market growth rate. By combining these two variables into a matrix, a corporation can plot their business units accordingly and determine where to allocate extra (financial) resources, where to cash out and where to divest. The main purpose of the BCG Matrix is therefore to make investment decisions on a corporate level. Depending on how well the unit and the industry is doing, four different category labels can be attributed to each unit:

1. Dogs
2. Question Marks
3. Cash cows
4. Stars

Example: Samsung Product Portfolio below down:

- Market Growth Rate: *Market Growth Rate*, which is used to measure the market attractiveness. Rapidly growing markets are what organizations usually strive for, since they are promising for interesting returns on investments in the long term. The drawback however is that companies in growing markets are likely to be in need for investments in order to make growth possible. The investments are for example needed to fund marketing campaigns or to increase capacity.
- Question Marks: Start-ups usually start off as *Question Marks*. Question Marks are businesses operating with a low market share in a high growth market. They have the potential to gain market share and become Stars (market leaders) eventually. If managed well, Question Marks will grow rapidly and thus consume a large amount of cash investments.
- Stars: *Stars* are business units with a high market share in a fast-growing industry. Stars generate large amounts of cash due to their high relative market share but also require large investments to fight competitors and maintain their growth rate.
- Cash cows: Eventually after years of operating in the industry, market growth might decline and revenues stagnate. At this stage, your Stars are

likely to transform into *Cash Cows*. Because they still have a large relative market share in a stagnating market, profits and cash flows are expected to be high. Because of the lower growth rate, investments needed should also be low.

- Dogs: Business units in a slow-growth or declining market with a small relative market share are considered Dogs.

b)Product life cycle : A product life cycle is the cycle that a product goes through, from development to decline. It's typically broken up into six stages.

- Development: If we consider the brand Pran , the development stage of the product life cycle is the research phase before a pran product is introduced to the marketplace.
- Introduction: The introduction stage is when a pran product is first launched in the marketplace.
- Growth: During the growth stage, consumers have accepted the Pran product in the market and customers are beginning to truly buy-in. That means demand and profits are growing, hopefully at a steadily rapid pace.
- Maturity: The maturity stage is when the sales begin to level off from the rapid growth period in Pran.
- Saturation: During the product saturation stage, competitors have begun to take a portion of the market and products will experience neither growth nor decline in sales. Competitors like RUCHI's brand product.
- Decline: Pran products sales will decrease during the heightened competition and are hard to overcome.

Answer To the question No: 03

a)Marketing: Marketing is a process by which an organization obtains what it needs and wants through creating and exchanging products and value with its customers.

Marketing Management: Marketing management is the management of the marketing activities in an organization and includes management of the processes of planning, organizing, directing, motivating, coordinating, and controlling.

Marketing	Selling
talks about accomplishing organisational goals. Example: Earn more profits	states that if consumers and businesses remain unattended, then there will not be ample sale of organisation's product
directing goods and services towards the mind of consumers. Example: Sponsoring the Mirrakkel by Pran.	with a compelling consumer's mind towards goods and services.
target market . Example: The specific product to target to get more profit	The factory is the starting point of the selling concept. Example: Factory
focus on the customer's needs.	puts greater thrust on the existing product. Example: Radhini Brand
marketing concept has an outside-in perspective	concept has an inside-out perspective
satisfaction of consumers	relies on the transfer of title and possession of the product from one person to another.
concept is oriented towards profit maximisation	sales maximisation, is the ultimate objective.
encompasses various strategies related to marketing. Example: price	includes promotion and persuasion. Example: Tv adds

b) Different types of demands:

- Individual and Market Demand: Individual demand can be defined as a quantity demanded by an individual for a product at a particular price and

within the specific period of time. For example, Mr. X demands 200 units of a product at Rs. 50 per unit in a week.

- **Organization and Industry Demand:** The demand for the products of an organization at a given price over a point of time is known as organization demand. For example, the demand for Toyota cars is organization demand. The sum total of demand for products of all organizations in a particular industry is known as industry demand.
- **Autonomous and Derived demands:** a product is not associated with other products. Example: demand for food
- **Demand for Perishable and Durable Goods:** The classification of demand on the basis of usage of goods. Example: clothes, shoes, machines, and buildings.
- **Short-term and Long-term Demand:** Short-term demand refers to the demand for products that are used for a shorter duration of time or for current period. Example: demands of umbrellas. Durable goods have long-term demand. Example: New Product.

c) 4ps marketing mix: The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place.

- *Price:* refers to the value that is put for a product. It depends on costs of production, segment targeted, ability of the market to pay, supply - demand and a host of other direct and indirect factors. Example: Pran brand product price

- *Product*: refers to the item actually being sold. The product must deliver a minimum level of performance. Otherwise even the best work on the other elements of the marketing mix won't do any good. Example: Soap, Onion
- *Place*: refers to the point of sale. In every industry, catching the eye of the consumer and making it easy for her to buy it is the main aim of a good distribution or 'place' strategy. Retailers pay a premium for the right location. Example: Karwan Bazar
- *Promotion*: this refers to all the activities undertaken to make the product or service known to the user and trade. Example: Tv ads, Billboard.

Answer: to the q No: 04

a)Customer Value Hierarchy: According to Karl Albrecht, a leading thinker in the services marketing area, customer value is best thought of as a hierarchy.

1. Basic customer value

It encompasses all the requirements of doing business. In other words, it is the fundamental component of your value proposition to be in business. At the basic level, a company provides essential core attributes that customers need. Example: a clean bed is part of the basic value that the company can offer.

2. Expected customer value

At this level the company provides attributes that customers take for granted. A company providing attributes at the expected level is only providing an average standard service; there is nothing better about the service offer compared to the competition.

Example: Expected attributes of a mid-scale hotel might be an efficient check-in or availability of a bar/restaurant.

3. Desired customer value

Involves what the customer would like to have from the purchase and service experience. According to Destination Marketing's website, desired value presents the first opportunity for a small business to move ahead of competitors by giving the customer desirable add-on features to the purchase and service experience.

Example: the quality of the food

4. Unanticipated customer value

At the unanticipated level companies offer customers 'delightful and surprising' attributes that demonstrate outstanding service quality. These features can help a small business win consumer loyalty over the competition and generate repeat sales over time.

Example: imaginative decor and fittings, staff who perform exceptional service.

b)Marketing Communication Mix: The communications mix involves all the tools you use to communicate with your customers or potential customers. The Marketing communication mix is made up of five elements, shown below:

1. Advertising: Television has mostly been confined to brands with deep pockets. However, with the digital age came more affordable online tools such as PPC and social media advertising. Example: Tv ads of Pran brand
2. Marketing: The emergence of digital didn't just bring social media and online shopping. It also gave us a whole new way to do marketing. This way is significantly cheaper; and if done correctly can be even more effective than broadcasting to the masses through TV or radio.

3. Public Relations: Public relations turns brand messages into stories that appeal to the media and its target audiences. It amplifies news, strategies and campaigns to create a positive view of a company through partnerships with newspapers, journalists and other relevant organisations. Example: Delivers the brand message by sort film ort videos, campaigns
4. Personal Selling: Personal selling is, you guessed it, selling through a person. This includes salespeople, representatives, brand ambassadors or even influencers. Example: Pran chips selling in grocery stores.
5. Sales Promotions: Using various online and offline outlets, sales promotion creates limited time deals or promotions on products or services in order to increase short-term sales. It can include sales, coupons, contests, freebies, prizes and product samples. Example: Giving discounts by coupon codes in daraz.

c)marketing myopia: Marketing myopia is the failure & narrow-minded approach of marketing management of a company; which only focuses on certain attributes of the product or service while completely ignoring the long term goals such as product quality, customers need, demand and satisfaction.