

**Department of Computer Science & Engineering**  
**University of Asia Pacific (UAP)**  
**Program: B.Sc. in Computer Science and Engineering**

<b>Final Examination</b>	<b>Fall 2020</b>	<b>2<sup>nd</sup> Year 2<sup>nd</sup> Semester</b>
<b>Course Code: BUS 401</b>	<b>Course Title: Business and Entrepreneurship</b>	<b>Credits: 3</b>
<b>Full Marks: 120* (Written)</b>		<b>Duration: 2 Hours</b>

*\* Total Marks of Final Examination: 150 (Written: 120 + Viva: 30)*

**Instructions:**

- There are **Four (4)** Questions. Questions 1, 2 & 3 are compulsory. Question 4 has a choice, answer any one of them. All questions are of equal value. Part marks are shown in the margins, please limit your answer accordingly.

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|-----------|--|----|
| <b>1.</b> | <b>a)</b> Define management and its core components in your own words with a Bangladeshi example.                      | 20 |
|           | <b>b)</b> Describe managerial roles and skills with relevant examples.   | 10 |
| <b>2.</b> | <b>a)</b> Describe Boston Consultancy Group Diversification Matrix with examples of Fast Moving Consumer Goods (FMCG). | 20 |
|           | <b>b)</b> Describe different stages of product life cycle with a renowned Bangladeshi branded product.                 | 10 |
| <b>3.</b> | <b>a)</b> Define marketing and marketing management. Differentiate between marketing and selling concept with example. | 15 |
|           | <b>b)</b> Explain the type of demands with example.  | 5  |
|           | <b>c)</b> What are the 4Ps of marketing mix? Explain with example.   | 10 |
| <b>4.</b> | <b>a)</b> Describe customer value hierarchy with examples.   | 15 |
|           | <b>b)</b> Describe Marketing Communication Mix with example.   | 10 |
|           | <b>c)</b> What is marketing myopia?  | 5  |
| <b>OR</b> |  |    |
|           | <b>a)</b> Describe social marketing concept.   | 10 |
|           | <b>b)</b> Differentiate product and services. Give examples of product and services combinations.                      | 10 |
|           | <b>c)</b> Explain the concept of needs, wants and demand with relevant examples.                                       | 10 |

**GOOD LUCK!**