**University of Asia Pacific**

**Department of Computer Science & Engineering**

**Mid-Semester Examination Spring 2021**

**Program: B.Sc. in CSE**

Course Title: Business and Entrepreneurship Course No. BUS 401 Credit:3.00 Time: 1.00 Hour. Full Mark: 20

**Instruction:** There are six questions. **You must answer Q-1** and three other questions from Q-2 to Q-6. All the questions carry equal marks. Word limit for each answer is between 250 to 300.

Q-1. Answer either (a) or (b): **COMPULSORY**

1. What is the difference between receipt and revenue? Describe with example of your own.
2. Define the concept of gain and loss (non-sales) in an income statement with your own example.

**ANSWER ANY THREE (3)**

Q-2. Differentiate between cost leadership strategy and focus strategy with an example from Bangladeshi business perspective.

Q-3. Contrast between related diversification and unrelated diversification with example from Bangladeshi retail business industry.

Q-4. Discuss the product life cycle in short by mentioning **one** distinguishing feature for every stage

Q-5. Briefly discuss Porter’s generic strategies with relevant examples.

Q-6. Briefly discuss how the power of buyer and power of suppliers in light of organization-environment relationships with example.

**-Good Luck-**