



## Shanto-Mariam University of Creative Technology

Plot-06, R#-Ave-06, Sector-17/H1, Block-H1, Uttara, Dhaka-1230.

### Admit Card



**Name of Exam** : Final Exam Fall 2022 (4M)  
**Semester** : Fall 2022 (4M)  
**Student's Name** : Md. Mohasel Hosen  
**Student's ID** : 193071002  
**Batch** : 22th  
**Program** : BSc in Computer Science & Engineering (Regular) (4M)

#### Courses in which to appear at:

SL	Course Title (Credit)	Course Code	Key
1	Web Programming Lab [A-L4T1] (Cr:1.5)	CSE-3314	H-8103
2	Technology Entrepreneurship [A-L4T1] (Cr:2)	MGT-3311	T-7622
3	Web Programming [A-L4T1] (Cr:3)	CSE-3313	A-8884
4	Mobile Application and Development [A] (Cr:1.5)	CSE-4114	Y-6341
5	Big Data [A] (Cr:2)	CSE-4112	S-5527
6	Data Centre Management [A-L4T1] (Cr:2)	CSE-3316	N-7052
7	Industrial and Operational Management [A] (Cr:2)	IOM-3111	M-2616
8	Engineering Economics [A-L4T1] (Cr:2)	ECO-3201	Y-8307

He/She is allowed to sit for the above mentioned examinations.

*Mahel Hosen*

Controller of Examinations (SMUCT)

#### Instructions for Examinees:

1. Examinees should come to the examination hall with the Admit Card.
2. No examinee will be allowed to sit in the examination hall outside the seat plan.
3. No bag or book will be allowed in the examination hall.
4. Cell Phone must be kept switched off in the examination hall.
5. No examinee will be allowed to enter the examination hall after expiry of half an hour.
6. No examinee will be allowed to leave the exam hall within the first half an hour after the examination begins.
7. Any examinee adopting unfair means will be brought under disciplinary action including expulsion.
8. Any kind of misbehavior will be considered as a serious offence under the rules of the University.

Developed By: Pipilika Soft

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Name: Md. Mehareel Hosen

ID: 193021002

Ans: the question no-2(a)

Franchising: Franchising is a business model in which a company (the franchisor) allows another party (the franchisee) to use its trademark, business model, and operating system to sell products or services in exchange for a fee. The franchisee receives support from the franchisor and is expected to follow their established business practices and a standards. It's a way for entrepreneurs to start a business using an established brand and support system.

Answer the question no-2(b)

"Anytime Fitness" is the example of a successful franchise business.

It's a 24-hour gym chain that was founded in 2002 by Chuck Runyon, Dave Mortensen, and Jeff Klingner. Today Anytime Fitness has over 4,500 locations in over 30 countries, making one of the largest gym franchises in the world.

As an Anytime Fitness we can invest in gym and use the anytime fitness brand name, business model and operating

system to offer fitness services to your customers.

As Anytime Fitness franchisee, you can receive support & training from the franchisor, including site selection, design and construction, marketing and ongoing operational assistance.

The advantage of becoming an Anytime Fitness franchisee is that you're investing in well-known brand with proven business model and marketing system. You have access company extensive resources including member management software & equipment.

However to be a partner of these franchises need significant amount of commitment to providing quality fitness services to your members.

In summary, franchising can be great way for entrepreneurs to start a business using an established brand and support system, like Anytime Fitness. It offers advantage in term of access to resources and support, but also requires a significant financial & time as well as willingness.



Ans: the question no-3

The acquisition process of an e-commerce—

① Identify a potential acquisition target:

The first step in the acquisition process is identifying an e-commerce site that buyers strategic objectives.

② Initial contact & negotiations:

Once a target identified, the buyers will typically reach out of site owners to initial discussion.

This maybe financial business model and others key details as well as negotiations around potential price deal.

### ③ Due diligence:

After an initial agreement on the terms of the deal has been reached, the buyer will typically conduct a thorough due diligence process to assess the e-commerce sites financial, legal and operational performance.

### ④ Finalizing the deal:

The buyer and seller will work to finalize the deal terms and sign a purchase agreement.

### ⑤ Integration:

After the deal completed, the buyer integrating sites customers data, technology systems and employees.

Ans: the question no-4

Franchising is a business model where a franchisee uses the trademark, business system and support of a franchisor in exchange for fees and royalties.

The franchising relationship include several elements-

① The franchise Agreement:

This is a legal contract between the franchisor and franchisee that outlines the terms and conditions of the relationship. It includes details about the franchisee's right and obligations, the use of trademark, fees and royalties.



## ② The franchise fee:

This is an upfront payment made by the franchisee to the franchisor's brand name, business system and support.

## ③ Royalties:

These are going fees paid by the franchisee to the franchisor as a percentage of sales. Royalties are typically used to cover the cost of ongoing support and training provided by the franchisor. The franchising relationship is a symbiotic one, where franchisor benefits from the expansion.

#### ④ Training & Support:

The franchisor provides training and support to the franchisees to help them operate the business successfully. This includes initial training, ongoing training and support, marketing and advertising support and access.

#### ⑤ Operating Standards:

The franchisor sets operating standards that the franchisee must adhere to. This includes details about how the business should be operated, the products and services that can be offered.

Ans: the question no - 5 (a)

Analyze the key competitors will provide several advantage -

① Understanding market dynamics:

It can

help business understand the competitive landscape of their industry, including the strength and weakness of their competitors, their pricing strategies, their marketing tactics and their overall market position.

② Identifying opportunity: By analyzing competitors, a business can identify gaps in the market that their competitors

are not effectively serving. This can create opportunity for business.

③ Improving product/service: It also help

a business identify areas where they can improve their own product or services.

④ Enhancing customer: A business can identify customer pain points and preference that their competitors may not effectively addressing.

⑤ Staying ahead of trends: By analysing competitors technology can help some times.

Ans: the question no - 5 (6)

There are several techniques that business can use to achieve their goal without unethical behavior.

- ① Market research: Conducting market research is an effective way for business to understand their target audience and develop strategies to meet their needs.
- ② Competitor analysis: Competitor analysis will also help to build strategies. It also help to understand how and which strategies they followed.



③ Customer Service: providing excellent customer service will also help to grow the business fastly. Understand their problem and the the necessary strategies.

④ Social media marketing & New media  
Social media is the best platform. customer engage must be high if we marketing on the SMM.

⑤ Content Making & Creating high quality content provides high values to customers. It can involve blog, video or whitepapers.

Ans: the question no - 7(a)

A marketing plan typically

Target market's Identification of the

Specific group of customers to whom

the product or service is aimed.

positioning Determine the unique

selling proposition of the product and

how it will be differentiated from

competitors.

product or service offering Definition

of the product or service, including

features, benefits, pricing and packaging.

Promotion: tactics which make up the one element for attract the customer.

Budgets: A detail breakdown of marketing budget, including how much will be allowed to each marketing tactics.

Contingency plans: A plan for responding to unforeseen circumstance that may impact the marketing plan's execution.

Ans: the question - 7(b)

A Successful advertisement should capture the audience's attention, communicate a clear message and create an emotional connection with the audience, often through storytelling or visual impact.

A good example is the "Just Do It" campaign by Nike, which used a simple inspiring message and powerful images of athletes to connect with its target.