

**BBA PROFESSIONAL (HONS.) IN TOURISM AND HOSPITALITY
MANAGEMENT FIRST YEAR FIRST SEMESTER
EXAMINATION, 2017
INTRODUCTION TO BUSINESS**

Subject Code: 510901

Examination Code: 5101

Time 3 hours

Full marks 70

(N.B- The figures in the right margin indicate full marks. Different parts of each question must be answered sequentially)

**Part-A Short Questions
(Answer any five questions)
Marks 6x5=30**

Marks

1. (a) What is meant by business?
(b) Discuss the basic characteristics of business.
2. Money making is the sole objectives of business Do you think so? Make your comment
3. Define social Responsibility. What are the areas of social responsibility?
4. (a) What is commercial policy?
(b) Discuss the role of business In the Socio economic development of Bangladesh.
5. Proprietorship firm possesses some advantages that support its Survival. Explain.
6. Partnership Deed is the essence of Partnership Business." Explain.
7. What are the Differences between Private Ltd Co. and Public Ltd. Company?

**Part B- Broad Questions
(Answer any four questions)
Marks 10x4=40**

8. (a) Do you think that state enterprise is essential for Bangladesh? Justify your opinion.
(b) Explain the steps that are to be followed in the formation of public limited company.
9. (a) What are the problems of foreign trade in Bangladesh?
(b) Define import trade. Explain the procedure of import trade from China to Bangladesh.
10. (a) Can a minor be a partner? How the rights of a minor can be protected?
(b) What are the differences between Memorandum Association and Articles of Association?
11. (a) Define business environment.
(b) What are the components of external environment? Explain.
12. (a) What is motivation? Explain the motivation process.
(b) Describe Maslow's Need Hierarchy Theory.
- 13.) Write short notes (any four):
 - a) BARD;
 - b) International Monetary Fund (IMF)
 - c) National Board of Revenue (NBR);

- d) World Trade Organization (WTO)
- e) Export Processing Zone (EPZ);
- f) BSCIC:
- g) Free market economy

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**Part A-Short Questions
(Answer any five questions)
Marks-6x5-30**

Marks

1. (a) What do you mean by business ethics?
(b) Discuss the responsibility of business to the customer and consumer.
2. (a) What are the steps of recruitment?
(b) Define the role of human resource in a business organization.
3. (a) What is small business?
(b) What are the causes of survival of small business?
4. (a) Define sole proprietorship business.
(b) Write down the characteristics of sole proprietorship business.
5. The one man control is the best in the world. "Explain the statement.
6. "Utmost good faith is the core element that leads a partnership business to success."
Comment on this statement.
7. (a) Is business a profession?
(b) Describe the qualities of a success full businessman.

**Part B-Broad Questions
(Answer any four questions)
Marks-10x4=40**

8. (a) What is management? Discuss the level of management.
(b) Discuss the functions of management.
9. (a) What is business efficiency?
(b) State the measures of efficiency of business enterprises.
10. (a) Define market positioning.
(b) What do you mean by choosing positioning strategy?
11. (a) What is motivation cycle?
(b) Discuss the problems against motivation to the employee.

12. (a) Discuss the problems of retail business in Bangladesh.
 (b) Show the difference between wholesale business and retail business.
13. Write down short notes (any five)
- Joint stock company
 - E-commerce
 - SWOT
 - Re-export
 - State enterprise
 - WTO
 - BEPZA

**BBA (HONS.) IN TOURISM AND HOSPITALITY MANAGEMENT
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(Introduction to Business)

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Full marks--70

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**Part A-Short Questions
 (Answer any five questions)
 Marks-6x30**

Marks

- (a) What is business?
 (b) Discuss the basic features of business.
- "Partnership deed is the essence of partnership business -Explain.
- (a) How a company can be formed?
 (b) Describe the formation of a joint stock company.
- Is business environment favourable in Bangladesh? If not, why
- What are the causes of popularity of sole proprietorship business? Explain.
- "State enterprises are the burden to the national economy. Do you think so? Make your comment.
- (a) Write down the problems of co-operative society in Bangladesh.
 (b) How can the problems of co-operative society be solved?

**Part B-Broad Questions
 (Answer any four questions)
 Marks-10x4=40**

- (a) Which factors determine business size?

- (b) Discuss the prospects of business in Bangladesh.
9. (a) What do you understand by memorandum of association?
(b) Distinguish between memorandum of association and articles of association.
10. (a) Who is a shareholder?
(b) Mention the rights and duties of shareholders of public limited Company.
11. (a) Define Stock Exchange.
(b) How does stock exchange contribute to the formation in an economy?
12. (a) What are the various significant fields of state enterprise?
(b) Discuss the role of state enterprise.
13. Write short notes:
- Commerce
 - Business Ethics
 - Minor Partner
 - BCA
 - DSE

**BBA (HONOURS) IN TOURISM AND HOSPITALITY MANAGEMENT
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Examination Code: 5101

Time 3 hours

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**Part A-Short Questions
(Answer any five questions)
Marks 6x5-30**

Marks

- (a) Who is the Quasi Partner?
(b) Why partnership business is not very much popular in Bangladesh?
- (a) Define business environment.
(b) Briefly explain the features of business.
- (a) Define marketing.
(b) Describe the elements of marketing mix.
- (a) Define prospectus.
(b) What are the contents of prospectus?
- Give your arguments in favour of state enterprise.
- (a) What is export trade?
(b) What are the exportable items from Bangladesh?
- (a) Who is manager?
(b) What are the responsibilities of a manager?

Part B Broad Questions
(Answer any four questions)
Marks-10x4=40

8. (a) Define social responsibility of business.
(b) Explain the responsibilities of business organization.
9. (a) What do you mean by winding up?
(b) What are the methods of winding up of a company?
10. (a) What is management? Discuss the levels of management.
(b) Discuss the functions of management.
11. (a) What is joint venture?
(b) Explain the advantages and disadvantages of partnership business.
12. (a) What is sole proprietorship?
(b) State some important features of sole proprietorship.
13. Write short notes:
 - a) Letter of Credit
 - b) CCI
 - c) Free market economy
 - d) BSCIC
 - e) Aids to trade