

INTERNATIONAL ISLAMIC ISLAMIC UNIVERSITY  
Department of Business Administration  
Program: BBA  
Midterm Examination, Spring 2023  
Course Title: Introduction to Business Course Code: BUSI-1101

Time: 1.30 hours

Marks: 30

[Answer three questions only. Figures in the right-hand margin indicate marks.]

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|-----------|--|----|
| 1. (a)    | Discuss the objectives of business.  | 05 |
|           | (b) How will you define business? As a student of BBA program, Why you study business?   | 05 |
| 2.(a)     | Briefly elaborate the importance of business environment.  | 05 |
|           | (b) How Macro Environment can influence your business?   | 05 |
| 3. (a)    | What are the disadvantages faced by a sole proprietorship business?  | 03 |
|           | (b) Who can be a partner?  | 02 |
|           | (c) How partnership firm can be dissolved?   | 05 |
| <b>or</b> |  |    |
| 4.(a)     | What risks are faces by an entrepreneur? Mention the reasons why entrepreneur fails in business each year?   | 05 |
|           | (b) Discuss the advantages of owning a franchise.  | 03 |
|           | (c) Suppose the owner of a fast food CP sells the rights to Comilla, Cox's Bazar, Rajshahi and Khulna to make/use the companies specific business name i.e. CP and they have to follow the companies rules & regulations and then typically pays a fee for ongoing support. Now tell who is the franchisee and franchisor? | 02 |