

**ROYAL UNIVERSITY OF DHAKA**  
**Department of Business Administration**  
**Programs: BBA (Day), BBA (Eve), MBA and EMBA**  
**Spring' 2022**  
**Retake Final Examination**  
**Assignment Topics**

**Instructions**

- ❖ **Assignment Format:**
  - (a). Length of the assignment will be 2000 to 3000 words.
  - (b). Must be in three part such as theoretical frame work, body of the text and conclusion along with cited reference (if applicable) at the end.
  - (c). Font size will be 12 points and line's space 1.5. Times New Roman font will be preferred. Page margin will be 1 inch in all sides.
  - (d). Printed on offset white paper size A4.
- ❖ **Front Cover Page Format: [ Please Download the Cover Page from Our Facebook Group]**
  - (a). Course Code & Course Title, (b). Assignment Topic, (c). Exam's Name, (d). Student's Name, (e). Student's Id No. (f). Semester's Name and Year, (g). Course Teacher's Name and Designation, (h). Department's Name, and (i). University's Name and Address.
- ❖ Last Date of Submission: **TBA (Must Be Sent to Course Teacher's E-mail Address)**
- ❖ Viva Examinations on the basis of assignments will be held from **TBA**.
- ❖ **Please follow the below information for zoom connection to be appeared in the Viva Exam:**

<i>Faculty Members</i>	<i>Meeting ID</i>	<i>Password</i>	<i>Faculty Members</i>	<i>Meeting ID</i>	<i>Password</i>
Prof. Dr. Profulla Chandra Sarker	867447 7674	5fmcxq	Monowara Begum Memy	9858931142	RUDonline
Prof. Dr. Subhash Chandra Sil	6033052021	BBA	Sapan Miah	6031006445	12345
Md. Shahidur Rahman Khan	867447 7674	5fmcxq	Shib Sankar Podder	3476091458	EUDBG5
Dr. Taposh Kumar Neogy	228894 4474	Gt4Q42	Malobika Mazumder	7644462468	12345
Salma Honey	5553563650	SalmaRud	Sadia Sultana	9946628057	F0nUUN
Tawhid A. Chowdhury	79062582126	rud2021	Sharadindu Bikash	922192 8024	sbikash

**Students can also attend in the viva exams over phone by making contact with their course teachers.**

<b>COURSECODE &amp; TITLE</b>	<b>ASSIGNMENTTOPICS</b>
<b>Course Teacher's Name: Prof. Dr. Profulla Chandra Sarker</b> <b>E-mail: shahidur.khan@royal.edu.bd</b> <span style="float: right;">Cell:01978153100</span>	
SOC 201: Sociology	What is marital dissolution? Discuss the impact of marital dissolution on women and children.
BUS 425/HMT 334: Business Research Methodology/ Tourism Research Methodology	Define research proposal. Discuss the structure of a research project proposal on business studies.
<b>Course Teacher's Name: Prof. Dr. Subhash Chandra Sil</b> <b>E-mail: vc@royal.edu.bd</b> <span style="float: right;">Cell:01922988955</span>	
ACT 303/ ACT 507: Management Accounting (BBA/ MBA/EMBA)	(a) What is Absorption Costing ? Explain the advantages of absorption costing. (b) Rupali Limited commenced business on 1st January, 2019. It manufactures a special type of chair designed to alleviate back pain. Information on the first year's trading is as follows: Number of chairs manufactured            5,000 Number of chairs sold                         4,500 Selling price                                     Tk. 110 per chair Direct materials                                Tk. 30 per chair

	<p>Direct labor Tk. 40 per chair  Fixed production overheads Tk. 100,000  The directors ask for your help in producing profit statements using the marginal costing and absorption costing methods. After ascertainment of profit in both methods you are required to pass comments.</p>																					
ACT 402: Advanced Management Accounting	<p>(a) Define budget and budgetary control.  (b) State the objectives limitations of budgetary control.  (c) The expenses for the production of 5,000 units in a factory are given below:- (as per unit rate in tk)</p> <table border="1"> <tr> <td><b>Materials</b></td> <td><b>50</b></td> </tr> <tr> <td>Labour</td> <td>20</td> </tr> <tr> <td>Variable overhead</td> <td>15</td> </tr> <tr> <td>Fixed overhead(50,000)</td> <td>10</td> </tr> <tr> <td>Admin exp(5% variable)</td> <td>10</td> </tr> <tr> <td>Selling exp(20% fixed)</td> <td>6</td> </tr> <tr> <td>Distribution exp(10% fixed)</td> <td>5</td> </tr> <tr> <td>Total cost per unit</td> <td>116</td> </tr> </table> <p>Prepare a budget for the 7000 units and 9000 units.</p>	<b>Materials</b>	<b>50</b>	Labour	20	Variable overhead	15	Fixed overhead(50,000)	10	Admin exp(5% variable)	10	Selling exp(20% fixed)	6	Distribution exp(10% fixed)	5	Total cost per unit	116					
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<p><b>Course Teacher's Name: Md. Shahidur Rahman Khan</b>  <b>E-mail: shahidur.khan@royal.edu.bd</b> <span style="float: right;">Cell: 01978153100</span></p>																						
MGT 493/ MGT 593: Strategic Management (BBA/ MBA/EMBA)	Identify the key factors of strategy evaluation and discuss some difficulties that guide this evaluation. Develop a model for strategy evaluation.																					
MKT 305: Marketing Management (BBA)	What marketing strategies are appropriate at each stage of the product life cycle? How should marketers adjust their strategies and tactics for an economic downturn or recession?																					
MKT 411: Brand and Product Management	Identify some of the new perspectives and developments in marketing. How can you design a marketing program to build brand equity?																					
MKT 507: Marketing Management (MBA)	What are the different levels of market segmentation? In what ways can a company divide a market into segments? What are the requirements for effective segmentation?																					
MKT 421/MKT 521: Service Marketing (BBA/ MBA/EMBA)	Define relationship marketing. Identify the different levels of a relationship strategy. Construct the relationship development model of a bank.																					
MGT 111: Principles of Management	Discuss how tactical plans are developed and executed. Describe the basic types of operational plans used by organizations.																					
<p><b>Course Teacher's Name: Dr. Taposh Kumar Neogy</b>  <b>E-mail: taposh.neogy@royal.edu.bd</b> <span style="float: right;">Cell: 01719711916</span></p>																						
ACT 511/ACT 405: Accounting Information System (MBA/EMBA/BBA)	Define computerized accounting system and discuss the benefits of computerized accounting systems.																					
ACT 403: Financial Statement Analysis	<p>What do you mean by operating leverage and financial leverage? Solve the following problem:  From the following information of two companies, you are required to calculate the degree of operating leverage, degree of financial leverage, degree of total leverage, earning per share and rate of return.</p> <table border="1"> <thead> <tr> <th>Particulars</th> <th>Company A</th> <th>Company B</th> </tr> </thead> <tbody> <tr> <td>Units sold</td> <td>20,000</td> <td>15,000</td> </tr> <tr> <td>Selling price per unit</td> <td>50</td> <td>75</td> </tr> <tr> <td>Variable cost per year</td> <td>30</td> <td>45</td> </tr> <tr> <td>Operating fixed cost per year</td> <td>2,00,000</td> <td>3,00,000</td> </tr> <tr> <td>Total assets</td> <td>10,00,000</td> <td>10,00,000</td> </tr> <tr> <td>Common stock capital of Tk. 100 per share</td> <td>5,00,000</td> <td>4,00,000</td> </tr> </tbody> </table>	Particulars	Company A	Company B	Units sold	20,000	15,000	Selling price per unit	50	75	Variable cost per year	30	45	Operating fixed cost per year	2,00,000	3,00,000	Total assets	10,00,000	10,00,000	Common stock capital of Tk. 100 per share	5,00,000	4,00,000
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	Explain the effect of operating leverage, financial leverage and total leverage on rate of return and earnings per share if both the companies increase sale by 50 percent? Assume 40 percent corporate tax rate.																																																											
ACT 401: Advanced Financial Accounting	<p>Define Insurance and solve the following problem: The following trial balance was extracted from the books of the Karanafulli Life Insurance Company as at 31<sup>st</sup> December, 2016.</p> <table border="1"> <thead> <tr> <th>Particulars</th> <th>Taka</th> <th>Taka</th> </tr> </thead> <tbody> <tr> <td>Life insurance fund beginning</td> <td></td> <td>30,74,000</td> </tr> <tr> <td>Dividend paid</td> <td>15,000</td> <td></td> </tr> <tr> <td>Bonus to policy holder</td> <td>31,500</td> <td></td> </tr> <tr> <td>Premium received</td> <td></td> <td>1,61,500</td> </tr> <tr> <td>Claims paid</td> <td>1,97,000</td> <td></td> </tr> <tr> <td>Commission paid</td> <td>9,300</td> <td></td> </tr> <tr> <td>Management expenses</td> <td>32,300</td> <td></td> </tr> <tr> <td>Paid up capital 10,000 shares of Tk. 10 each</td> <td></td> <td>1,00,000</td> </tr> <tr> <td>Mortgage on property</td> <td>4,92,200</td> <td></td> </tr> <tr> <td>Interest and dividends received</td> <td></td> <td>1,12,700</td> </tr> <tr> <td>Agents' balances</td> <td>9,300</td> <td></td> </tr> <tr> <td>Freehold property</td> <td>1,40,000</td> <td></td> </tr> <tr> <td>Investments</td> <td>23,06,000</td> <td></td> </tr> <tr> <td>Loan on company's policies</td> <td>1,73,600</td> <td></td> </tr> <tr> <td>Fixed deposit</td> <td>27,000</td> <td></td> </tr> <tr> <td>Cash in hand and current A/C</td> <td>8,000</td> <td></td> </tr> <tr> <td>Surrenders</td> <td>7,000</td> <td></td> </tr> <tr> <td></td> <td><u>34,48,200</u></td> <td><u>34,48,200</u></td> </tr> </tbody> </table> <p>You are required to prepare the company's revenue account for the year ended 31<sup>st</sup> December, 2016 and its balance sheet as on that date after taking the following matters into consideration.</p> <ol style="list-style-type: none"> <li>1. Claims admitted but not paid Tk. 9,500.</li> <li>2. Management expenses due Tk. 500.</li> <li>3. Interest accrued Tk. 20,500.</li> <li>4. Premium outstanding Tk. 14,000.</li> <li>5. Claims recovered under re-insurance Tk. 4,700.</li> </ol>			Particulars	Taka	Taka	Life insurance fund beginning		30,74,000	Dividend paid	15,000		Bonus to policy holder	31,500		Premium received		1,61,500	Claims paid	1,97,000		Commission paid	9,300		Management expenses	32,300		Paid up capital 10,000 shares of Tk. 10 each		1,00,000	Mortgage on property	4,92,200		Interest and dividends received		1,12,700	Agents' balances	9,300		Freehold property	1,40,000		Investments	23,06,000		Loan on company's policies	1,73,600		Fixed deposit	27,000		Cash in hand and current A/C	8,000		Surrenders	7,000			<u>34,48,200</u>	<u>34,48,200</u>
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ACT 115: Financial Accounting-I (BBA) (Self-study)	<p>Define business transaction and describe the features of business transaction. Explain the different steps of accounting cycle.</p>																																																											

ACT 155: Financial Accounting-II  
(Self-study)

Kamal Trading Company Ltd. presents you with the following trial balance as at 30<sup>th</sup> June, 2015:

Particulars	Taka	Taka
Preliminary expenses	25,000	
Land and Building (Cost Tk. 4,00,000)	3,10,000	
Machinery (Cost Tk. 4,50,000)	3,40,000	
Stock (1 <sup>st</sup> July)	65,000	
Purchases	3,30,000	
Salaries	50,000	
General expenses	15,000	
Directors fees	13,000	
Auditors fees	12,000	
Wages	60,000	
Factory overhead	20,000	
Carriage inward	25,000	
Advertising	20,000	
Sundry assets	60,000	
Goodwill	90,000	
Bank balance	25,000	
Share capital (Fully paid 4,000 shares of Tk. 100 each)		4,00,000
Share premium		60,000
General reserve		80,000
Profit and Loss account		45,000
Bank Loan (Taken on 1 <sup>st</sup> January, 2015 @ 6%)		2,00,000
Sundry creditors		35,000
Sales		6,40,000
Total	<u>14,60,000</u>	<u>14,60,000</u>

The closing stock on 30<sup>th</sup> June, 2015 was Tk. 60,000. The managing director is entitled to a commission of 5% on net profit after charging his commission. Sundry assets include sundry debtors of Tk. 10,000 on which a provision of 5% is to be made for bad debts. A provision for income tax to the extent to Tk. 12,000 is desired and the directors recommended a dividend of 5%. Depreciation is to be charged for machinery @ 10% and land and building @ 2% on original cost. 50% of the advertisement is to be capitalized. Prepare Trading and Profit and Loss Account, Profit and Loss Appropriation Account for the year ended 30<sup>th</sup> June 2015 and a Balance Sheet as at that date.

ACT 508: Advanced Accounting (Self-study)

The following is the trial balance of Sonali Limited on 31<sup>st</sup> march, 2010:

Particulars	Taka	Taka
Authorized Capital: 5,000 shares of Tk. 10 each		
Issued share capital: 4,000 shares of Tk. 10 each, Tk. 7.50 called up		30,000
Call account (200 shares)	500	
Stock on 1 <sup>st</sup> April, 2010	2,720	
Purchase and Sales	29,120	36,310
Sundry expenses	1,820	
Wages and salaries	4,100	
Investment (market price Tk. 8,600)	9,000	
General reserve		5,000
Dividend equalization fund		5,000
Plant	8,000	
Debtors and creditors	14,2002	2,030
Goods out on consignment	720	
Cash at Bank	20,000	
Cash in hand	730	
Taxation provision		10,000
Investment income		620
Rent paid	3,400	
Preliminary expenses	1,000	
Investment Fluctuation Fund		300
Profit & Loss Account Balance		6,050
	<u>95,310</u>	<u>95,310</u>

You are required to prepare Trading and Profit and Loss account and Profit and Loss Appropriation account for the year ended 31<sup>st</sup> march, 2010 and Balance Sheet as at that date having regard to the following:

1. Closing stock cost Tk. 16,000; Market price Tk. 15,000.
2. All goods on consignment have been sold for Tk. 1,000 subject to a commission of 6%.
3. It was resolved to forfeit the shares in default.
4. Create a provision of 10% on debtors for bad and doubtful debt.
5. Taxation provision to be increased to Tk. 13,000.
6. Transfer Tk. 1,000 to General Reserve and Tk. 1,500 to Dividend Equalization Fund.
7. Depreciate plant @ 10% per annum.
8. 20% of preliminary Expenses are to be written off.
9. Increase the Investment Fluctuation Fund to cover the fall in the market price.

**Course Teacher's Name: Salma Honey**

**E-mail: honey.salma@royal.edu.bd**

Cell:01816583878

MKT 409/MKT 509: Advertising & Sales Management (BBA/ MBA/EMBA)

Explain how does an organization improve sales-force's productivity and mention the importance of training for sales personnel.

BUS 221/BUS 503: Business Communication (BBA/ MBA/EMBA)

Identify the factors to be considered for writing a formal and informal report. Explain the functions of business report.

MKT 407/MKT 508: Consumer Behavior (BBA/ MBA/EMBA)

Explain the nature and theories of personality and mention the criticisms of motivational research.

MKT 431/MKT 531: Marketing Research (BBA/ MBA/EMBA)	State the functions of sampling in research and explain the sampling design procedures.
MKT 205: Introduction to Marketing	Identify the steps of new product development process and explain the stages of Product Life Cycle (PLC).
IBS 363: International Business (BBA-Self Study)	Identify the major characteristics and challenges of the World Trade Organization (WTO). Discuss the pros and cons of global, bilateral, and regional integration.
MKT 535: Supply Chain Management (MBA-Self Study)	Illustrate about the factors of forecasting and explain the seven steps of forecasting in supply chain.
ECO 257: Macro Economics (Self Study)	Identify the reasons of unemployment. Why is the problem of cyclical unemployment more appalling than that of Structural or Frictional unemployment?
<b>Course Teacher's Name: Tawhid Ahmed Chowdhury</b>	
<b>E-mail: tawhid.ahmed@royal.edu.bd</b> <span style="float: right;">Cell: 01816007918</span>	
FIN 417 / FIN 517: Corporate Finance (BBA/ MBA/EMBA)	What do you mean by the stock valuation? How valuation of the stock can help potential investors to choose the right stock for the investment? Explain.
ECO 317: Development Economics	What are the impediments of economic growth of Bangladesh? Generate some recommendations for policy makers to solve major economic problems of Bangladesh.
BUS 311 / BUS 505: E-Business (BBA/ MBA/EMBA)	Define communication network. Explain the major features of various types of communication network.
ECO 127 / ECO 501: Micro Economics	What do you mean by the short-run production function? Draw and elaborates the concepts of total, average and marginal product curves in the short-run.
FIN 431 / FIN 531: International Financial Management (BBA/ MBA/EMBA)	What are the differences between currency forward market and currency future market? Explain the role of currency derivatives to reduce the exchange rate risk.
FIN 441 / FIN 541: Security Analysis & Portfolio Management (BBA/ MBA/EMBA)	Analyze the problems of investing in the stock market of Bangladesh. How the government can attract foreign investors to invest in the stock market of Bangladesh? Explain.
FIN 333: Managerial Finance (Self-study)	Define leasing. Identify the problems and prospects of leasing business in Bangladesh.
<b>Course Teacher's Name: Monowara Begum Memy</b>	
<b>E-mail: monowara.begum@royal.edu.bd</b> <span style="float: right;">Cell:01722304430</span>	
HRM 414: Industrial Psychology	Describe the major effects of job satisfaction in organization. Explain the expression of dissatisfied workers.
HRM 412: Human Resource Information Systems	Discuss the different types of HRIS Training and Development applications. Describe their reporting and decision-support capabilities. Explain synchronous and asynchronous communication in relation to e-learning.
HRM 509: Compensation Management	Develop a base pay system for a manufacturing company and evaluate its strength and weakness. Describe the different reasons for employees switch over.
MGT 161/ MGT 502: Organizational Behavior (BBA/ MBA/EMBA)	"Do you think that a proper balance in decentralization can be maintained?" Explain this statement. Critically discuss functional and product departmentalization with the help of diagram.
HRM 511/HRM 407: Training and Development (MBA/EMBA/BBA)	Discuss the training evaluation process and explain the training evaluation outcomes with appropriate examples.
HRM 302/ HRM 507: Human Resource Management (BBA/ MBA/EMBA)	"Employee effectiveness and efficiency depend on perfect employee placement, orientation and socialization"—critically analyze this statement.

<b>Course Teacher's Name: Sapan Miah</b>	
<b>E-mail: sapan.miah@royal.edu.bd</b>	Cell:01516129892
HRM 515/HRM 409: Selection and Staffing(MBA/EMBA/BBA)	Define induction. What are the objectives of employee induction? What elements need to be included in an induction programme?
POM 507/ POM 301: Production and Operations Management/Operations Management (MBA/EMBA/BBA)	Define location. Discuss the dominant factors that determine the location decisions for service industries.
BUS 429: Entrepreneurship and Business Plan Development	What is E-commerce? What are the advantages of E-commerce to consumers and to companies? Discuss the challenges of E-commerce in small business.
HRM 521: Performance Appraisal and Management (Self-study)	Briefly describe the objectives and benefits of performance planning. What problems an organization faces to prepare a performance planning?
<b>Course Teacher's Name: Shib Sankar Podder</b>	
<b>E-mail: shib.sankar@royal.edu.bd</b>	Cell:01716418287
BUS 101: Introduction to Business	Define the Co-operative Society? Describe the principles and objectives of co-operative society in Bangladesh. What are the differences between co-operative society and state enterprise?
FIN 307: Principles of Banking and Insurance	Define marine insurance. What is the main purpose of marine insurance? Discuss the different types of marine insurance policies.
FIN 233: Introduction to Finance	What is risk and return? Discuss the techniques of measuring risk with example?
FIN 404: Financial Market and Institution	What are the key elements in the framework for asset/liability management? How do you manage asset/liability mismatch?
FIN 507: Financial Management	How can financial manager take the different types of decision?
<b>Course Teacher's Name: Malobika Mazumder</b>	
<b>E-mail: malobika.mazumder@royal.edu.bd</b>	Cell: 01787731955
ENG 102: Advanced Composition	What is press release? Discuss the features of press release and make a demo of press release on a contemporary issue.
ENG 100: Basic English (Self-study)	Write a descriptive paragraph on climate change. How are the greenhouse gases detrimental to the environment?
<b>Course Teacher's Name: Shaikh Afnan Birahim</b>	
<b>E-mail: afnan.birahim@royal.edu.bd</b>	Cell: 01711027668
CSE 109: Computer Applications	Explain which universal gate is better and why. Differentiate between variable word-length memory and fixed word-length memory. Explain subprogram with its types.
<b>Course Teacher's Name: Sadia Sultana</b>	
<b>E-mail: sadia.sultana@royal.edu.bd</b>	Cell: 01799608120
ENG 101: Developing English skill I	Define Paragraph. What are the types of a paragraph? How do you develop your paragraph?
<b>Course Teacher's Name: Sharadindu Bikash Bhattacharjee</b>	
<b>E-mail:sbbhattacharjee2010@gmail.com</b>	Cell:01711480790
BMT 105/ BMT 501: Business Mathematics-I/ Mathematics for Decision Making (BBA/ MBA/EMBA)	Explain geometric progression with examples. Work out at least eight sums using the formulae of geometric progression.
BST 305: Business Statistics-II	Define index number. What are the different methods used in constructing index number? Mention at least six sums related to index number.
BMT 165: Business Mathematics-II (Self-study)	What do you mean by consumer's surplus and producer's surplus? Work out at least four sums to find out profit when marginal revenue and marginal cost functions are known.

**THANK YOU**