

**ROYAL UNIVERSITY OF DHAKA**  
**Department of Business Administration**  
**Programs: BBA, MBA and EMBA**  
**Summer' 2020**  
**Retake Final Examination**  
**Distribution of 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.
- ❖ **Font 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.
- ❖ **Marks Distribution:**

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|-----------------------|----------|
| Assignment            | 40 Marks |
| Viva voce (Viva Exam) | 10 Marks |
| Total                 | 50 Marks |

- ❖ **Last Date of Submission: TBA (Must Be Sent to Course Teacher's E-mail Address)**
  - ❖ **In order to attend the Viva voce, students are requested to follow the given Zoom links in our facebook group (<https://www.facebook.com/groups/rudbusiness>) according to the schedule.**
- Students can also attend in their Viva Exams over phone by making contact with course teachers at the scheduled time.**

**ASSIGNMENT TOPIC**

| OURSE CODE & TITLE  | ASSIGNMENT TOPICS  |
|---|--|
| <b>Course Teacher's Name: Md. Shahidur Rahman Khan</b><br>E-mail: shahidur.khan@royal.edu.bd <span style="float: right;">Cell: 01978153100</span> |  |
| MKT 421: Services Marketing   | Describe the Key Factors Leading to the Customer Gap in Financial Services and Construct a Gap Model of Service Quality.   |
| MGT 593/ MGT 493: Strategic Management (MBA + BBA Eve)  | Narrate the Strategy Formulation Process and Prepare a Plan for Executing the Strategy.  |
| MKT 507/MKT 305: Marketing Management (MBA + BBA Eve)   | Identify the Useful Variables for Segmenting a Consumer Market and Describe Their Uses for a Pizza Seller.   |
| MKT 427/MKT 527: International Marketing  | Discuss How the International Trade System, Economic Environment, Political Environment and Cultural Environment Affect an Electronic Company's International Marketing Decisions. |
| ECO 501: Micro Economics (Self-study)   | Explain the Different Types of Elasticity and Identify Their Relationships with Total Revenue.   |

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| <b>Course Teacher's Name: Salma Honey</b>   |   |
| E-mail: honey.salma@royal.edu.bd  | Cell: 01816583878   |
| MKT 417: Electronic Marketing   | Describe the Strategic Planning Process in the Context of E-Marketing with the Factors of ESP Framework.  |
| MKT 305: Marketing Management (BBA-Day)   | Explain the Concept of Social Environment and Discuss Some of the Social Criticisms of Marketing in Bangladesh.   |
| MKT 431: Marketing Research   | State the Functions of Sampling in Research and Explain the Sampling Design Procedure.  |
| MKT 508/MKT 407: Consumer Behavior  | Explain the Nature and Theories of Personality and Mention the Criticisms of Motivational Research.   |
| MKT 509/MKT 409: Advertising & Sales Management   | Discuss in Brief the Process of Salesman Recruitment and Write in Brief the Important Steps Involved in Salesman Selection Process.                     |
| BUS 221: Business Communication   | Identify the Functions of Business Report and Describe the Criteria for Selecting a Suitable Type of Report.  |
| MKT 205: Introduction to Marketing (Self-study)   | Clarify the Techniques Used in Marketing Control and Mention its Significance for an Organization.  |
| <b>Course Teacher's Name: S.M. Naser Iqbal</b>  |   |
| E-mail: iqbal.naser@royal.edu.bd  | Cell: 01673900077   |
| FIN 421/FIN 521: Working Capital Management   | Evaluate the Theory of Working Capital Management and Its Effect on Firms' Working Capital Requirements.  |
| FIN 461: Financial Derivatives (BBA-Day)  | Describe the Functions of Interest Rate Swap and Currency Swap to Eliminate the Financial Risks from the Repo Market of Bangladesh.                     |
| POM 507/POM 301: Operation Management/ Production & Operation Management (MBA + BBA Eve ) | Analyse the Importance of Material Requirement Planning (MRP) in the Manufacturing Industry of Bangladesh.  |
| POM 301: Production & Operation Management (BBA-Day)                                      | Examine the Consequences of Different Scheduling Techniques in the Ready-Made Garments Industry of Bangladesh.  |
| FIN 407/FIN509: Capital Investment Decisions  | Develop the Processes of Assets Acquisition and Its Collision on Venture Capital Investment in the Artificial Intelligence (AI) Business of Bangladesh. |
| MIS 316: Management Information Systems (BBA-Day)   | Analyse the Roles of Radio Frequency Identification (RFID) and Wireless Sensor Networks (WSN) in the Telecommunication Industry of Bangladesh.          |
| FIN 333: Managerial Finance (Self-study)  | Evaluate the Business Risks Management Process and Develop the Linkage Between Formal and Semi- Formal Financial Institutions of Bangladesh.            |
| <b>Course Teacher's Name: Md. Halimuzzaman</b>  |   |
| E-mail: halim.helal@royal.edu.bd  | Cell: 01711992796   |
| ACT 406: Auditing (BBA-Day)   | Identify the Audit Objectives and Illustrate the Chronological Steps to Develop the Audit Objectives.   |
| ACT 115/ACT 501: Financial Accounting - 1/Financial Accounting (MBA)                      | Explain Accounting Equation and Its Impact on Determining the Financial Position of an Organization.  |
| ACT 404: Advanced Cost Accounting   | Mention the Several Characteristics of Contract Costing and Describe the Recording Procedures of Contract Costs.  |
| BUS 101: Introduction to Business   | Describe the Cooperative Society and Discuss Its Roles in Economic Development of Rural Areas of Bangladesh.  |

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| BUS 429: Entrepreneurship and Business Plan Development (BBA-Eve) | Mention the Characteristics Small Scale Industries and Discuss Its Functions in the Socio-economic Development of Bangladesh.  |
| ACT 405/ ACT 511: Accounting Information System                   | Narrate the Key Benefits of Using Accounting Software and Illustrate Its Classification.   |
| BUS 311: E-Business (Self-study)                                  | Mention the Disadvantages of Internet and Clarify the Problems of Traditional Files.   |
| <b>Course Teacher's Name: Tawhid Ahmed Chowdhury</b>              |  |
| E-mail: tawhid.ahmed@royal.edu.bd Cell: 01816007918               |  |
| FIN 404: Financial Markets & Institutions                         | Identify the Reasons behind the Bangladesh Capital Market Crash in 1996 and 2010 and Provide some Recommendations for the Stock Market of Bangladesh.                    |
| FIN 507: Financial Management                                     | Narrate the Structure of Operating Lease and Financial Lease and Identify the Problems and Opportunities of Lease Financing Business in Bangladesh.                      |
| FIN 517/FIN 417: Corporate Finance                                | Explain the Major Motives of Merger and Acquisitions. Show the Differences between different types of Merger and Narrate the Process of Estimating Merger Gain and Cost. |
| FIN 233: Introduction to Finance                                  | List the Sources of Finance and Explain the Advantages and Disadvantages of Short-term and Long-term Financing.  |
| <b>Course Teacher's Name: Samir Bhadra</b>                        |  |
| E-mail: samir.bhadra@royal.edu.bd Cell:01710318795                |  |
| MGT 493: Strategic Management (BBA-Day)                           | Investigate Religious Beliefs, Consumption, and Interreligious Dissimilarities and Similarities in the Context of the Consumers in Bangladesh.                           |
| MGT 111/MGT501: Principles of Management                          | Identify the Different Styles of Leadership and Illustrate the Theories of Leadership.   |
| HRM 445/ HRM 556: Strategic Human Resource Management (BBA-Eve)   | Clarify the Strategies for Developing a Climate of Trust and Elaborate the Steps of Continuous Improvement of the Strategies.  |
| HRM 507/ HRM 302: Human Resource Management (BBA-Eve)             | Identify the Components of Compensation Management and Elaborate the Factors Affecting at Time of Determining Compensation.  |
| HRM 517/ HRM 417: Industrial Laws & Labour Relations              | Draw the Structure of Labor Administration in Bangladesh and Explain the Challenges for Improving Industrial Relation in Bangladesh.                                     |
| MGT 161/MGT 502: Organizational Behavior                          | Discuss How the Situation Affects Whether Personality Predicts Behavior and Illustrate Trait Activation Theory (TAT).  |
| LAW 121/LAW 501: Business Law (BBA + MBA)                         | Mention the Elements of Articles of Association and Explain Its Importance in Forming Private Limited Company.   |
| <b>Course Teacher's Name: Md. Obaidur Rahman</b>                  |  |
| E-mail: obaidur.rahman@royal.edu.bd Cell:01744594786              |  |
| FIN 307: Principles of Banking & Insurance                        | Recognize the Different Tools of Credit Control and Describe Its Variation in Different Purposes.  |
| ACT 303/ACT 507: Management Accounting (BBA Eve + MBA)            | Describe the Accounting Procedure of Absorption Costing and Determine the Variation from Variable Costing Purpose of Valuation in Unsold Finished Goods.                 |
| ACT 403/ACT 513: Financial Statement Analysis (BBA Eve + MBA)     | Explain the Various Methods of Financial Statement Analysis and Discuss Its Impact on Effective Organization.  |

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| ACT 155: Financial Accounting -2                           | Illustrate the Accounting Treatment of Consignment Business and Represent the Methods of Valuation Unsold Stock with an Abnormal Loss.   |
| ACT 375: Taxation (Self-study)                             | Demonstrate the Different Head of Income and Determine Tax Liabilities of Individual Assesses.   |
| <b>Course Teacher's Name: Monowara Begum Memy</b>          |  |
| E-mail: monowara.begum@royal.edu.bd Cell:01722304430       |  |
| HRM 406: Human Resource Planning & Policy                  | Identify the Steps of Strategic Human Resources Planning Process and Determine Its Importance in Human Resource Planning and Policy.   |
| HRM 407: Training & Development                            | Describe Training Issues Resulting from the External Environment in a Business Organization.   |
| HRM 302: Human Resource Management (BBA-Day)               | Explain Different Methods of Performance Appraisal by Examining the Effectiveness of Each of the Methods.  |
| HRM 415: Career Management (BBA-Eve)                       | Narrate the Role of Expectations in Organizational Entry and Mention Individual Actions During the Entry Process.  |
| HRM 511/ HRM 407: Training & Development (MBA/BBA Eve)     | Clarify the Influence of Training and Development on Employee's Satisfaction and Illustrate the Methods of Training.   |
| BUS 424: Business Environment                              | Describe the Influence of Technological Environment in Performing Business Activities Effectively and Efficiently.   |
| <b>Course Teacher's Name: Subrata Biswas</b>               |  |
| E-mail: subrata.biswas@royal.edu.bd Cell:01515624519       |  |
| ENG 100: Basic English                                     | Write an analytical paragraph on, "Upcoming challenges for the young generation to be self-employed."  |
| <b>Course Teacher's Name: Malobika Majumder</b>            |  |
| E-mail: malobika.mazumder@royal.edu.bd Cell:01787731955    |  |
| ENG101: Developing English Skill                           | Write a report on drainage system of your City   |
| <b>Course Teacher's Name: Sarabindu B Bhattacharjee</b>    |  |
| E-mail: sbbhattacharjee2010@gmail.com Cell:01711480790     |  |
| BMT 105: Business Math-1                                   | Description of Arithmetic Progression Indicating at least 5(five) related sums   |
| BMT 165: Business Math-2                                   | Presentation of at least four related sums to find out maximum and minimum values(Maxima/Minima)   |
| BST 119: Business Statistics-1 (Self-study)                | Description of at least four Different methods of Sampling with proper examples  |
| <b>Course Teacher's Name: Shormee Saha</b>                 |  |
| E-mail: shormee.saha@royal.edu.bd Cell:01817561452         |  |
| CSE 109: Computer Applications                             | Establish and explain the relationships between software and hardware. List out the hardwares required to build computer networks with their features and workings.  |
| <b>Course Teacher's Name: Dr. Md. Zahirul Islam Sikder</b> |  |
| E-mail: sikder67@yahoo.com Cell: 01819477081               |  |
| ECO 257/ECO 502: Macro Economics (BBA+ MBA)                | Discuss the transactions, precautionary and speculative motives for holding money in liquidity preference theory of Keynes. When these motives are put together and what theory of demand for money emerges? |
| BUS 425: Business Research Methodology                     | What do you mean by Sampling? What are the difference between Probability Sampling and Non-Probability Sampling Methods? Why sampling is important in research?  |

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| <b>Course Teacher's Name: Fatema-Tuz-Juhora</b>   |   |
| E-mail: lovelyrahman@yahoo.com                    |   |
| Cell:01757623047                                  |   |
| HUM 205: Bangladesh Studies                       | The Genocide of Bangladesh in 1971  |
| <b>Course Teacher's Name: Md. Fantasir Rahman</b> |   |
| E-mail: mfr22@outlook.com                         |   |
| Cell:01716553707                                  |   |
| IBS 363: International Business (BBA-Eve)         | What is International Strategy? Discuss some possible conflicts between host governments and foreign-owned companies. |

**THANK YOU**

**VIVA SCHDEULE FOR RETAKE FINAL EXAM SUMMER 2020 WILL BE  
PUBLISHED SOON**