

ROYAL UNIVERSITY OF DHAKA
Department of Business Administration
Programs: BBA, MBA and EMBA
Summer' 2020
Midterm 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:**

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

- ❖ **Last Date of Submission: July 23, 2020 (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 TOPICS

COURSE CODE & TITLE	ASSIGNMENT TOPICS
Course Teacher's Name: Md. Shahidur Rahman Khan	
E-mail: shahidur.khan@royal.edu.bd Cell: 01978153100	
MKT 421: Services Marketing	Distinctive Characteristics of Services and Their Marketing Implications
MGT 593/ MGT 493: Strategic Management (MBA + BBA Eve)	Impact on Strategic Planning for Organizational Performance
MKT 507/MKT 305: Marketing Management (MBA + BBA Eve)	The Core Concepts of Marketing and Their Applications by Marketing Managers
MKT 427/MKT 527: International Marketing	Theories of International Marketing and Their Abilities to Create a Long-term Competitive Advantage in International Business
ECO 501: Micro Economics (Self-study)	The Economic Nature of the Firm and the Purpose of Its Activities

Course Teacher's Name: Salma Honey	
E-mail: honey.salma@royal.edu.bd	Cell:01816583878
MKT 417: Electronic Marketing	Analysis of Consumer Buying Behavior in the Context of E-marketing.
MKT 305: Marketing Management (BBA-Day)	The Core Aspects of Customer Value and the Factors of Building Customer Relationships
MKT 431: Marketing Research	Relationship Between Exploratory Marketing Research and Conclusive Marketing Research
MKT 508/MKT 407: Consumer Behavior	The Buying Patterns of Women Versus Men
MKT 509/MKT 409: Advertising & Sales Management	The Key Roles of Advertising in Our Economy
BUS 221: Business Communication	The Role of Communication in Business
MKT 205: Introduction to Marketing (Self-study)	Basic Concepts of Marketing and Their Implications for a Medicine Store in Your Locality
Course Teacher's Name: S.M. Naser Iqbal	
E-mail: iqbal.naser@royal.edu.bd	Cell: 01711976216
FIN 461: Financial Derivatives	Roles of Hedgers, Speculators and Arbitragers in the Mutual Fund Industry of Bangladesh
FIN421/FIN 521: Working Capital Management	Limitations of Cash Conversion Cycle in the Insurance Industry of Bangladesh
MIS 316: Management Information Systems (BBA-Day)	Management Information System (MIS) and Its Impact on E-Commerce Sector of Bangladesh
POM 301: Production & Operation Management (BBA-Day)	Evaluation of Different Forecasting Techniques and Its Effect on Firms' Profitability
FIN 407/FIN509: Capital Investment Decisions	Feasibility Analysis and Its Collision on New Project Formulation for the Formal Financial Institutions of Bangladesh
POM 507/POM 301: Operation Management/ Production & Operation Management(MBA + BBA Eve)	Problems and Prospects of Operations Management in the RMG Sectors of Bangladesh
FIN 333: Managerial Finance (Self-study)	Roles and Responsibilities of Corporate Governance to Facilitate the Economic Development of Bangladesh
Course Teacher's Name: Md. Halimuzzaman	
E-mail: halim.helal@royal.edu.bd	Cell: 01711992796
ACT 406: Auditing (BBA-Day)	Explain the scopes and objectives of auditing in an organization.
ACT 115/ACT 501: Financial Accounting - 1/Financial Accounting (MBA)	Analyze Double Entry System as a scientific system of accounts that is followed all over the world without any dispute.
ACT 404: Advanced Cost Accounting	Explain the Cost Sheet and components of total cost of a Cost Sheet.
BUS 101: Introduction to Business	Contributions of Genetic Industry in Creating Employment Opportunities in Bangladesh.
BUS 429: Entrepreneurship and Business Plan Development (BBA-Eve)	Roles of Entrepreneurs in Establishing a New Venture in Bangladesh.
ACT 405/ ACT 511: Accounting Information System	Accounting Information Systems and Its Application in Proper Recording of Transactions
BUS 311: E-Business (Self-study)	Factors of Internet Technologies and Their Importance in Making an E-business Successful
Course Teacher's Name: Tawhid Ahmed Chowdhury	
E-mail: tawhid.ahmed@royal.edu.bd	Cell: 01816007918
FIN 404: Financial Markets & Institutions	Present Scenario of the Non-performing Loan (NPL) and Its Impact on the Economy of Bangladesh

FIN 507: Financial Management	Importance of Financial Management to Take the Major Financial Decisions and to Enhance the Value of the Organization
FIN 517/FIN 417: Corporate Finance	Impact of the Major Financial Decisions and the Agency Problem on the Corporate Finance
FIN 233: Introduction to Finance	Role of Finance on Achieving the Goal of Wealth Maximization in an Organization
Course Teacher's Name: Samir Bhadra	
E-mail: samir.bhadra@royal.edu.bd	Cell:01710318795
MGT 493: Strategic Management (BBA-Day)	SWOT analysis is the strategic weapon: discuss this statement with example.
MGT 111/MGT501: Principles of Management	Tress and Its Consequences Affect on Employees in Work Place: A Challenging Task of Tress Management
HRM 445/ HRM 556: Strategic Human Resource Management (BBA-Eve)	Strategic Human Resource Management and Its Approaches in Organization
HRM 507/ HRM 302: Human Resource Management (BBA-Eve)	Employee Development and the organizational Characteristics That Influence Employee Development
HRM 517/ HRM 417: Industrial Laws & Labour Relations	Service Book and the Essentials Including in Service Book with Examples (Two Organizations)
MGT 161/MGT 502: Organizational Behavior	Identify and describe the need-based perspectives on motivation.
LAW 121/LAW 501: Business Law (BBA + MBA)	"All contracts are agreement, but all agreements are not contract". Explain this statement.
Course Teacher's Name: Md. ObaidurRahman	
E-mail: obaidur.rahman@royal.edu.bd	Cell:01744594786
FIN 307: Principles of Banking & Insurance	An Assessment of Central bank as a Bank of Government in a Different Aspect
ACT 303/ACT 507: Management Accounting (BBA Eve + MBA)	An Evaluation of Break-even Analysis as Major Tool of Management Accounting
ACT 403/ACT 513: Financial Statement Analysis (BBA Eve + MBA)	Identify the different parts of the financial statement and discuss its different aspect.
ACT 155: Financial Accounting -2	Examine the accounting treatment changes in a partnership agreement.
ACT 375: Taxation (Self-study)	A Report on Individual Salary Income Assessment
Course Teacher's Name: Monowara Begum Memy	
E-mail: monowara.begum@royal.edu.bd	Cell:01722304430
HRM 406: Human Resource Planning & Policy	Impact of Human Resource Planning and Policy on Organizational Performance.
HRM 407: Training & Development	Impact of Training and Development on Corporate and Organizational Achievements in the Long-run
HRM 302: Human Resource Management (BBA-Day)	Explain the principles and system model of Human Resource Management.
HRM 415: Career Management (BBA-Eve)	Describe the career management model with appropriate examples.
HRM 511/ HRM 407: Training & Development (MBA/BBA Eve)	Impact of Training and Development on Staff Efficiency in the Banking Sector of Bangladesh
BUS 424: Business Environment	Role of Business Environment in Achieving Organizational Goals and Objectives: A study on Manufacturing Industry in Bangladesh

Course Teacher's Name: Subrata Biswas	
E-mail: subrata.biswas@royal.edu.bd Cell:01515624519	
ENG 100: Basic English	Write an analytical paragraph on, "The Spread of Corona Virus and Its Impacts on Tourism Industry around the World.
Course Teacher's Name: Malobika Majumder	
E-mail: malobika.mazumder@royal.edu.bd Cell:01787731955	
ENG101: Developing English Skill	In the last decade, Plastic pollution, caused due to plastic waste, has reached alarming heights and is increasing rapidly with every passing day. It has become a cause of global concern as it is destroying our beautiful planet. Now, Support your answer with proper reference to your argument about the use of plastic in daily life.
Course Teacher's Name: Sarabindu B Bhattachrjee	
E-mail: sbbhattacharjee2010@gmail.com Cell:01711480790	
BMT 105: Business Math-1	Description of Permutation with its General Expressions indicating at least 5 related sums.
BMT 165: Business Math-2	Linear Programming: Its advantages indicating at least three related sums.
BST 119: Business Statistics-1	Definitions of Arithmetic Mean, Median, Mode and Geometric Mean indicating at least three related sums for each type.
Course Teacher's Name: Shormee Saha	
E-mail: shormee.saha@royal.edu.bd Cell: 01817561452	
CSE 109: Computer Applications	Anushka used her webcam to record a video on how to make a paper-boat with the vocal instructions as well. She watched the video to check whether audio and video quality is perfect or not. She uploaded the video on her Instagram with an attractive caption. List out the input and output devices involved in the entire process with their general use in life. Mention and explain the functional steps on how the computer is processing this task demonstration with the tasks involved in CPU as well.
Course Teacher's Name: Dr. Md. Zahirul Islam Sikder	
E-mail: sikder67@yahoo.com Cell: 01819477081	
ECO 257/ECO 502: Macro Economics (BBA+ MBA)	Modern Macroeconomics Models as Tools for Economics Policy
BUS 425: Business Research Methodology	Demarcate research methodology and what are the bases of research methodology? Why research is more important in higher education and is any ethics in research?
Course Teacher's Name: Fatema-Tuz-Juhora	
E-mail: lovelyrahman@yahoo.com Cell:01757623047	
HUM 205: Bangladesh Studies	Six-Point Movement of 1966 and the Independence of Bangladesh
Course Teacher's Name: Md. Fantasir Rahman	
E-mail: mfr22@outlook.com Cell:01716553707	
IBS 363: International Business (BBA-Eve)	Business is business, and every firm has to find ways to produce and market its goods. Why, then, might managers be unable to successfully apply the techniques and concepts they have learned in their own country to other areas of the world?

THANK YOU

**VIVA SCHDEULE FOR MIDTERM EXAM SUMMER 2020 WILL BE
PUBLISHED SOON**