

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

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

- ❖ **Last Date of Submission: September 10, 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.**

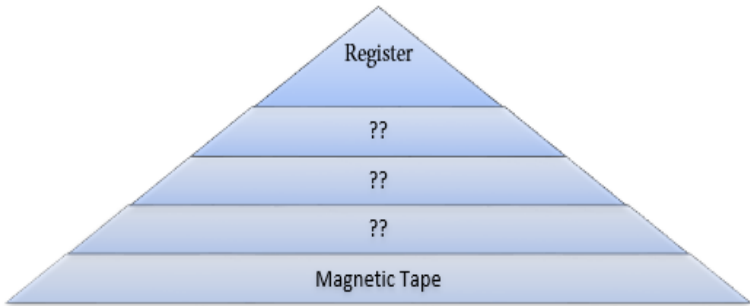
**Students can also attend in their Viva Exams over phone by making contact with course teachers at the scheduled time.**

**ASSIGNMENT TOPIC**

OURSE CODE & TITLE	ASSIGNMENT TOPICS
<b>Course Teacher's Name: Md. Shahidur Rahman Khan</b>	
<b>E-mail: shahidur.khan@royal.edu.bd</b>	Cell: 01978153100
MKT 421: Services Marketing	Classify the SERVQUAL Attributes and Analyze Their Effectiveness to Satisfy the Customers.
MGT 593/ MGT 493: Strategic Management (MBA + BBA Eve)	Effective Uses of Five Generic Competitive Strategies of Michel Porter and Their Contributions to Strategic Management
MKT 507/MKT 305: Marketing Management (MBA + BBA Eve)	Construct a Hypothetical Market Structure of Telecommunication Industry in Bangladesh and Recommend the Strategies of the Competitors from that Structure
MKT 427/MKT 527: International Marketing	Identify and Evaluate the Effects of Cultural Factors in Global Marketing Environment.
ECO 501: Micro Economics (Self-study)	Narrate the Different Types of Elasticity with Example and Relate these with Total Revenue.

<b>Course Teacher's Name: Salma Honey</b>	
<b>E-mail: honey.salma@royal.edu.bd</b>	Cell:01816583878
MKT 417: Electronic Marketing	State Three Pillars of Relationship Marketing and Explain the Rules for CRM (Customer Relationship Management) Success in E-Marketing
MKT 305: Marketing Management (BBA-Day)	Describe the Attack Strategies to be Pursued by the Market Challenger and Critically Discuss the General Attack Strategies Available to a Firm.
MKT 431: Marketing Research	Explain the Process of Data Preparation and Presentation.
MKT 508/MKT 407: Consumer Behavior	Identify Few Symbols Used by People in a Particular Culture to Communicate among Them and Show Their Marketing Significance.
MKT 509/MKT 409: Advertising & Sales Management	Elaborate Various Steps Involved in Selling Process with Example and Discuss Different Situations Where Role of Personal Selling is Vital.
BUS 221: Business Communication	Explain the Steps for Preparing a Long Report and Mention Its Significance.
MKT 205: Introduction to Marketing (Self-study)	Explain the Factors Affecting Pricing Decisions and State the Product-Mix Pricing Strategies.
<b>Course Teacher's Name: S.M. Naser Iqbal</b>	
<b>E-mail: iqbal.naser@royal.edu.bd</b>	Cell: 01673900077
FIN 421/FIN 521: Working Capital Management	Identify the Importance of Inventory Management System and Its Impact on Supply Chain Management to Reduce the Internal Conflicts of Organizations.
FIN 461: Financial Derivatives (BBA-Day)	Explain the Processes of Hedging Mechanism to Eliminate the Mortgage Risks by Introducing Long Term Financial Instruments.
POM 507/POM 301: Operation Management/ Production & Operation Management(MBA + BBA Eve )	Classify the Different Inventory Costs Management and Its Outcome on Firms' Profitability.
POM 301: Production & Operation Management (BBA-Day)	Evaluate the Significance of Economic Order Quantity (EOQ) and Quantity Discount (QD) Model in the Export Import Business of Bangladesh.
FIN 407/FIN509: Capital Investment Decisions	Describe the Capital Asset Pricing Model (CAPM) and Its Implication on the Assessment of Total Risks.
MIS 316: Management Information Systems (BBA-Day)	Analyse the Linkage between Transaction Processing System (TPS) and Management Information System (MIS) in the Online Business of Bangladesh.
FIN 333: Managerial Finance (Self-study)	Evaluate the Financial Risks Management Procedure in the SME Sector of Bangladesh.
<b>Course Teacher's Name: Md. Halimuzzaman</b>	
<b>E-mail: halim.helal@royal.edu.bd</b>	Cell: 01711992796
ACT 406: Auditing (BBA-Day)	Explain Professional Ethics and Its Importance in an Organization.
ACT 115/ACT 501: Financial Accounting - 1/Financial Accounting (MBA)	Identify Different Steps of Preparing Trial Balance and Illustrate Its Objectives to Check the Arithmetical Accuracy of Ledger Balances.
ACT 404: Advanced Cost Accounting	Explain Inventory Control and Its Scopes in Business.
BUS 101: Introduction to Business	Describe the Activities of Dhaka Chamber of Commerce and Industry (DCCI) and Illustrate Its Different Projects.

BUS 429: Entrepreneurship and Business Plan Development (BBA-Eve)	Classify the Debt Financing and Evaluate Its Different Sources with Example.
ACT 405/ ACT 511: Accounting Information System	Narrate the Components of Management Control and Explain Its Requirements.
BUS 311: E-Business (Self-study)	Identify the Advantages of E-Business and Explain Its Application in Global Market Place.
<b>Course Teacher's Name: Tawhid Ahmed Chowdhury</b>	
<b>E-mail: tawhid.ahmed@royal.edu.bd</b>	Cell: 01816007918
FIN 404: Financial Markets & Institutions	List the Major Types of Mutual Funds and Investigate the Performance and Challenges of Mutual Funds in Bangladesh.
FIN 507: Financial Management	Explore the Motives of Capital Budgeting in an Organization and Illustrate the Advantages and Disadvantages of Selecting the Various Types of Capital Budgeting Techniques.
FIN 517/FIN 417: Corporate Finance	Evaluate the Factors Influence the Stock Dividend Policy and Share Repurchase Policy of a Public Limited Company.
FIN 233: Introduction to Finance	Illustrate the Major Factors of Long-term and Short-term Financial Planning and Analyze the Role of Cash-Flow Analysis and Financial Planning for a New Organization.
<b>Course Teacher's Name: Samir Bhadra</b>	
<b>E-mail: samir.bhadra@royal.edu.bd</b>	Cell:01710318795
MGT 493: Strategic Management (BBA-Day)	Mention the Roles of Top Management and Explain Its Strategic Decision for Dealing With Business.
MGT 111/MGT501: Principles of Management	Leadership and Its Impact on Organizational Performance
HRM 445/ HRM 556: Strategic Human Resource Management (BBA-Eve)	Discuss the Strategic Role of HR Specialists in Effective Recruitment and Selection.
HRM 507/ HRM 302: Human Resource Management (BBA-Eve)	Explain 360 ° Performance Appraisals Interview with Its Criticism.
HRM 517/ HRM 417: Industrial Laws & Labour Relations	Identify the Features of Industrial Relations and Elaborate the Historical Context of Industrial Relations in Bangladesh.
MGT 161/MGT 502: Organizational Behavior	Describe the Strengths and Weakness of the Myers-Briggs Types Indicators (MBTI) Personality Framework and Illustrate Big Five Personality Model.
LAW 121/LAW 501: Business Law (BBA + MBA)	Identify the Objectives of Collective Bargaining and Describe the Key Lessons on Collective Bargaining in Bangladesh
<b>Course Teacher's Name: Md. Obaidur Rahman</b>	
<b>E-mail: obaidur.rahman@royal.edu.bd</b>	Cell:01744594786
FIN 307: Principles of Banking & Insurance	Describe the Main Kinds of Insurance and Examine the Nature of Risk Protected by Each Kind of Insurance.
ACT 303/ACT 507: Management Accounting (BBA Eve + MBA)	Examine the Feasibility of Management Accounting Techniques in the Budgetary Control System.
ACT 403/ACT 513: Financial Statement Analysis (BBA Eve + MBA)	Evaluate the Effectiveness of Vertical Analysis for Internal Control of an Organization.
ACT 155: Financial Accounting -2	Describe the Company's Registration and Share Issue Process in Bangladesh.
ACT 375: Taxation (Self-study)	Narrate the Methods of Calculation of Tax Rebate on Tax Credit Income under the individual Assessee.

<b>Course Teacher's Name: Monowara Begum Memy</b> <b>E-mail: monowara.begum@royal.edu.bd</b>		Cell:01722304430
HRM 406: Human Resource Planning & Policy	Explain the Strategies for Effective Succession Planning and Their Contributions in the Development of a Succession Plan.	
HRM 407: Training & Development	Discuss the Role of E-Training and Modern Technologies in the Development of Employees' Skill in Banking Sector of Bangladesh.	
HRM 302: Human Resource Management (BBA-Day)	Discuss the Impact and Importance of e-Recruitment in the Selection of Effective and Efficient Employees in an Organization.	
HRM 415: Career Management (BBA-Eve)	Explain the Theories of Occupational Choice with Example and Mention the Guidelines for Effective Occupational Decision Making.	
HRM 511/ HRM 407: Training & Development (MBA/BBA Eve)	Describe the Methods and the Steps of Employee Training Evaluation.	
BUS 424: Business Environment	Explain the Elements of Macro Environment and Its Effects on Business Organization.	
<b>Course Teacher's Name: Subrata Biswas</b> <b>E-mail: subrata.biswas@royal.edu.bd</b>		Cell:01515624519
ENG 100: Basic English	A precise description of a specific topic. Elaborate the definition along with its parts and the processes of writing an effective paragraph.	
<b>Course Teacher's Name: Malobika Majumder</b> <b>E-mail: malobika.mazumder@royal.edu.bd</b>		Cell:01787731955
ENG101: Developing English Skill	Developing English Skill Write a report on Creating Awareness about Road Safety in your City.	
<b>Course Teacher's Name: Sarabindu B Bhattacharjee</b> <b>E-mail: sbbhattacharjee2010@gmail.com</b>		Cell:01711480790
BMT 105: Business Math-1	Description of Combination indicating at least 5(five) related sums.	
BMT 165: Business Math-2	Presentation of at least four sums to find out profit when Marginal Revenue and Marginal Cost Functions are known.	
BST 119: Business Statistics-1 (Self-study)	Description of Cluster Sampling and Stratified Sampling with proper examples.	
<b>Course Teacher's Name: Shormee Saha</b> <b>E-mail: shormee.saha@royal.edu.bd</b>		Cell:01817561452
CSE 109: Computer Applications	<p>Complete the following diagram with the missing parts and explain it with proper example. When I look at my Dell Inspiron 15 series laptop, I see 5 kinds of ports. What might be these ports? Describe their features and uses.</p> 	

<b>Course Teacher's Name: Dr. Md. Zahirul Islam Sikder</b>		Cell: 01819477081
<b>E-mail: sikder67@yahoo.com</b>		
ECO 257/ECO 502: Macro Economics (BBA+ MBA)	Define money supply and explain the determinant of money supply in the economy of Bangladesh. How does the central bank control money supply?	
BUS 425: Business Research Methodology	How can you select a research problem? Explain the basic steps of the research process.	
<b>Course Teacher's Name: Fatema-Tuz-Juhora</b>		Cell:01757623047
<b>E-mail: lovelyrahman@yahoo.com</b>		
HUM 205: Bangladesh Studies	The Historic 7 <sup>th</sup> March Speech of Bangabandhu Sheikh Mujiburur Rahman	
<b>Course Teacher's Name: Md. Fantasir Rahman</b>		Cell:01716553707
<b>E-mail: mfr22@outlook.com</b>		
IBS 363: International Business (BBA-Eve)	What examples of globalization can you identify within your community? How would you classify each of these examples (as international investment, international trade)?	

**THANK YOU**

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