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ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)
ORGANISATION OF ISLAMIC COOPERATION (OIC)

DEPARTMENT OF MECHANICAL AND PRODUCTION ENGINEERING

Semester-Final Examination

Summer Semester, A. Y. 2022-23

Course No IPE 4843

Time: 3 Hours

Course Title: Entrepreneurship Development and International Negotiation

Full Marks:150

There are 6 (Six) questions. Answer all of them. The symbols have their usual meanings. Marks of each question and corresponding CO and PO are written in the right column. Assume reasonable values if required.

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1. a. Suppose you are an entrepreneur who has a drone assembling business. From your perspective briefly elaborate the concept of entrepreneurship covering atleast three points. [9]
CO1,
PO1,K1
- b. As a CEO of a software development company that has been scaled up to a mid size organization from its initial start up phase, briefly describe how you could utilize any two points from Max Weber's ideal bureaucracy theory to develop your organization's bureaucracy. Then explain about your idea on instilling intrapreneurship in your mid size firm. In your answer include the difference between an entrepreneur, intrapreneur and manager. [6+3]
CO1,
PO1, K1
- c. Suppose you are planning to set up a small business on poultry. Define small business and describe about three prominent factors responsible for failure of the small business that you should be aware of [2+5]
CO1,
PO1,
K1
2. a. As an entrepreneur of a fire extinguisher manufacturer company, you would like to grow and become an aspired company. To reach that goal, explain strategic planning steps for your company. Then elaborate how you are going to implement living wage in your company. In your answer, define living wage and mention the procedures to fix living wage. [5+10]
CO2,
PO2, K2
- b. Illustrate the measures you should take as the owner of a technology start up to motivate your employee using the two factor theory and equity theory of motivation. [6+4]
CO2,
PO2, K2
3. Suppose you are planning to develop a start up to manufacture home cleaning robots after your graduation. In this regard, briefly describe any five sources of idea that might help you. Then to foster creativity in your organisation, you have decided to use Gordon Method and Free Association Method. Elaborate these two creativity fostering tools with reference to your company. [10+15]
CO2,
PO2, K2
4. As the Head of Marketing of a refrigerator manufacturing company, describe any two types of market research that may be suitable for your organisation. Then elaborate steps of preparing a marketing plan for your company. [10+15]
CO3,
PO3,
K5, P1

5. a As a CEO of a lubricating oil manufacturing startup, describe cash flow writing method with a sample pro forma cash flow for two years. [10]
CO3,
PO3,
K5, P1,
P2
- b Suppose you would like to start a venture to develop a ride sharing app. For the early stage financing, describe your possible options including angel fund and venture capital fund. In your answer, provide advantages and disadvantages of these two options. [10]
CO3,
PO3,
K5, P1,
P2
- c Among the three financing options, namely merger, acquisition and joint venture, select any one of them when you have twenty million BDT in your savings with a stable restaurant business and would like to invest in a business. In your answer, provide the comparison among these three options. [5]
CO3,
PO3,
K5, P1,
P2
6. Suppose you are a negotiating team member from a garments factory with a buyer from USA. From the best practices of negotiation, select any ten tips that you think as the most prominent ones . Also explain the impact of culture in the negotiation. [25]
CO4,
PO6,
K7, P1,
P6

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