

*(Master of Business Administration)*



**Full Marks: 50**

Date: \_\_\_\_\_

*Invigilator's Signature*

<b><u>Marks Obtained:</u></b>			
<b>Section A:</b> <input type="text"/>	<b>Section B:</b> <input type="text"/>		
<table border="1"><tr><td><b>Total Marks (Section: A+B+C+D)</b></td></tr><tr><td> </td></tr></table>	<b>Total Marks (Section: A+B+C+D)</b>		<b>Section C:</b> <input type="text"/>
<b>Total Marks (Section: A+B+C+D)</b>			
	<b>Section D:</b> <input type="text"/>		
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**Section - A (English)**  
**PART I: PARAGRAPH**  
**Question 1**

Time: 35 minutes

Marks: = 10

Write a paragraph on “**How Artificial Intelligence (AI) is Transforming Business** ”

## **PART II: Read the case and give the answer independently**

Customer complaints or specific issues voiced by clients with regard to a transaction, is far from easy, and is widely believed to be one of the most exhausting parts of the business process. The difficulty doesn't end there, however, as serious customer complaints, or complaints that require ample effort and careful maneuvering to successfully resolve, are somewhat common.

Generally, serious customer complaints pertain to issues that cannot quickly be fixed—or even gauged. For example, if a customer's order is damaged in the mail, his or her complaint is likely to be straightforward; a replacement item, discount, refund, or some combination of these things can be provided. But, if a customer complains about a product being "not good," and about customer support being "really bad," a resolution becomes much harder to achieve.

As most serious customer complaints take place over the phone (call center), let's review some business call dialogue that's indicative of similar real-life conversations:

Customer support: This is Lotter Video Games; how can I help you?  
Customer: Who am I talking to?  
Customer support: My name is Michael and you've contacted Lotter Video Games. I'd be happy to assist you.  
Customer: Great. Let's hope you can help. I've called here ten times, and nobody's been any help at all.  
Customer support: I'm sorry to hear that; we take pride in our customer service here at Lotter Video Games. Would you mind providing the names of the support representatives you spoke with? I'd like to look into the situation for you.  
Customer: Never mind it. I emailed too and had the same problem. It's all your representatives—they're all bad. Your customer support is terrible. Anyway, I'm calling about a game I bought from you. It sucks and I want my money back.  
Customer support: I'm sorry to hear that. Do you have your receipt? We accept returns on used items up to thirty days after—  
Customer: I bought it new and I want my money back.  
Customer support: I'm sorry sir, but we don't accept returns on new games if they've been opened.  
Customer: That's some way to treat your customers! I want a refund!  
Customer support: I'm sorry, sir, but I cannot offer you a refund. What I can offer you is a coupon for a used game, so you can find a title that better suits your needs, pay less, and have the ability to return the game if you don't like it. Additionally, I should mention that we do accept trade-ins, and you can receive some money for the game you purchased.  
Customer: You do? Why didn't you tell me that? And what's this coupon?  
Customer support: The coupon is good for five dollars off any used game priced nine dollars or higher.  
Customer: Alright, I guess that'll work. Email it to me, alright?  
Customer support: I'd be happy to.

The trick to resolving serious customer complaints is to remain calm and respectful in the face of likely ridiculous demands. Additionally, one must find a way to work around these complaints, as their solutions aren't as clear-cut as those of traditional order issues. Resolving serious customer complaints is challenging, but true business aficionados can pull it off.

For each question four (4) alternative answers are provided. You are required to tick (✓) the correct alternative (answer).

**Questions 2-6**

**Marks: 5 × 2 = 10**

- 2. What is a "serious" customer complaint?**
  - a) A normal order issues.
  - b) An issue that a customer has with a business's competitors.
  - c) A complaint that requires ample effort and careful maneuvering to successfully resolve.
  - d) None of the above.
- 3. What type of issue is commonly focused on by customers with serious complaints?**
  - a) One related to shipping
  - b) One related to product damage
  - c) One related to pricing
  - d) One related to pricing One related to complaining for the sake of doing so; something frivolous
- 4. What's the best way to address customers with serious complaints?**
  - a) It's best to not address them
  - b) Angrily
  - c) In a way that discourages them from doing business with your company in the future
  - d) Calmly and coolly
- 5. How can a serious complaint be resolved?**
  - a) With a full refund
  - b) With a replacement part or helpful information
  - c) With a discount or other perk
  - d) All of the above
- 6. Positively resolving serious complaints can lead to:**
  - a) Larger profit margins and an optimal business reputation
  - b) Wasted company time
  - c) Valuable customer service experience
  - d) a and c

### **PART III: GRAMMAR**

#### **Questions 7-11**

**Marks:  $10 \times 1 = 10$**

**Tick (✓) on the correct answer.**

7. I'll be ready to leave \_\_\_\_ about twenty minutes.  
a. in  
b. for  
c. about  
d. at
8. The child responded to his mother's demands \_\_\_\_ throwing a tantrum.  
a. with  
b. by  
c. from  
d. for
9. My fingers were injured so my sister had to write the note \_\_\_\_ me.  
a. with  
b. to  
c. for  
d. in
10. \_\_\_\_ is used to indicate possession.  
a. A quotation  
b. An apostrophe  
c. A comma  
d. A hyphen
11. \_\_\_\_ is used at the end of a sentence or remark to express strong emotion.  
a. An exclamation mark  
b. A question mark  
c. A quotation mark  
d. An apostrophe
12. The princess \_\_\_\_ down and slept for twenty years.  
a. lain  
b. lay  
c. lai  
d. lied
13. They love English weather, \_\_\_\_?  
a. aren't they  
b. isn't they  
c. don't they  
d. are they
14. Coal is still \_\_\_\_ in Britain.  
a. manufactured  
b. grown  
c. built  
d. mined
15. I can sell you some bananas but only \_\_\_\_.  
a. a few  
b. little  
c. few  
d. a little
16. Are you shopping for \_\_\_\_ health club to join so you can get in shape?  
a. a  
b. an  
c. the  
d. no article

## **Section-B (Quantitative Skill)**

### **Questions 1-5**

**Marks:  $5 \times 1 = 05$**

**Note: For each question four (4) alternative answers are provided. You are required to tick (✓) the correct alternative (answer).**

**1. Mr. X purchase goods worth 100,000 and He sold these goods to Mr. Y for 120,000. What will be the Gross Profit rate earned by Mr. X?**

- a) 20%                      b) 15%                      c) 16.6%                      d) 17.5%

**2. if a loan of Taka 30,000 is to be paid in 5 annual installments with interest rate of 12% p.a. then the equal annual instalment will be**

- a) 7,400                      b) 7,430                      c) 8,322                      d) 8,350

**3. If selling price per unit Tk. 17; purchase price per unit Tk. 7 and fixed cost Tk. 140,000, what is the number of units the company must sell to earn a profit of \$42,000?**

- a) 18,000                      b) 18,100                      c) 18,200                      d) 18,300

**4. The sum of odd numbers up to 240 is-**

- a) 14,400                      b) 15,400                      c) 16,400                      d) 17,400

**5. Which of the following number is divisible by 9?**

- a) 65,889                      b) 56,785                      c) 45,678                      d) 20,900

## **SECTION-C (Analytical Ability)**

### **Questions 1-5**

**Marks:  $5 \times 1 = 05$**

**Note: For each question four (4) alternative answers are provided. You are required to tick (✓) the correct answer.**

**1. What type of information is being presented on this graph?**

- |   |                                   |
|---|-----------------------------------|
| a) Expenditure for education                    | b) Expenditure for public welfare |
| c) Expenditure for state and local governments' | d) Expenditure for highways       |

**2. If the total spending is \$50,000, how much money was spent on highways?**

- |              |              |
|--------------|--------------|
| a) \$3,500   | b) \$22,500  |
| c) \$ 15,000 | d) \$ 20,000 |

**3. Approximately how many times the amount spending on highways is spent on education?**

- |       |       |
|-------|-------|
| a) 10 | b) 3  |
| c) 5  | d) 15 |

**4. Approximately what fraction of the total expenditures are spent on highways and public welfare combined?**

- |                  |                  |
|------------------|------------------|
| a) $\frac{2}{5}$ | b) $\frac{1}{5}$ |
| c) $\frac{1}{2}$ | d) $\frac{2}{3}$ |

**5. How much money was spent as other expenses?**

- |           |           |
|-----------|-----------|
| a) 22,500 | b) 15,000 |
| c) 30,000 | d) 20,000 |

## **SECTION- D (GENERAL KNOWLEDGE)**

### **Questions 1-10**

**Marks: 10× 1 = 10**

**Note: For each question four (4) alternative answers are provided. You are required to tick (✓) the correct answer.**

**1. Bangladeshi Ship MV Abdullah was hijacked by the Somalian Pirates on –**

- |                      |                   |
|----------------------|-------------------|
| a. February 22, 2024 | b. March 12, 2024 |
| c. April 18, 2024    | d. May 16, 2024   |

**2. Rafah Border Crossing is related to the war-**

- |                   |                     |
|-------------------|---------------------|
| a. Russia-Ukraine | b. Israel-Iran      |
| c. China-Taiwan   | d. Israel-Palestine |

**3. The Monipuri Ethnic Group lives in-**

- |            |               |
|------------|---------------|
| a. Sylhet  | b. Chittagong |
| c. Rangpur | d. Mymensingh |

**4. EVM stands for-**

- |                              |                             |
|------------------------------|-----------------------------|
| a. Elastic Voting Machine    | b. Electric Voting Machine  |
| c. Electronic Voting Machine | d. Efficient Voting Machine |

**5. The first registered GI product of Bangladesh is-**

- |                     |                  |
|---------------------|------------------|
| a. Hilsa Fish       | b. Bagda Prawn   |
| c. Khirshapat Mango | d. Jamdani Saree |

**6. The Poem “September on Jessore Road” was written by-**

- |                    |                |
|--------------------|----------------|
| a. Allen Ginsberg  | b. Bob Dylan   |
| c. George Harrison | d. John Lennon |

**7. The highest petroleum producing country in the world is-**

- |            |                 |
|------------|-----------------|
| a. England | b. Saudi Arabia |
| c. Iran    | d. The USA      |

**8. Which of the following is a member country of G8?-**

- |              |              |
|--------------|--------------|
| a. Singapore | b. Mexico    |
| c. Japan     | d. Australia |

**9. The Olympic Games 2024 will take place in-**

- |            |           |
|------------|-----------|
| a. Italy   | b. France |
| c. England | d. Spain  |

**10. The author of the book “Wings of Fire” is-**

- |                       |                       |
|-----------------------|-----------------------|
| a. A.P.J. Abdul Kalam | b. Martin Luther king |
| c. Nelson Mandela     | d. RecepTayyipErdogan |

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=====GOOD LUCK=====

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