

Bangladesh Open University
BBA Program
Semester: 191 (7th Level)

Course: Operations Management

February 28, 2020

Instructions

- Answer all questions in your own handwriting on A4 size white paper.
- Fill-in the cover page of your assignment with care.
- Enclose the photocopy of your ID Card with the assignment (next to the cover page).
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Questions

1. (a) What is operations management? Explain the historical development of operation management.
(b) Discuss the current issues of operations management.
2. (a) What is operations strategy? Discuss the corporate strategy design process of operations management.
(b) Discuss the steps of developing the manufacturing strategy of operations management.
3. (a) What is product design? Discuss the product development process of product design.
(b) Explain the economic analysis of product development project.
4. (a) What is process? Discuss the types of process.
(b) What do you mean by process throughput time? Draw some suggestions for reducing the throughput time of a process.

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Questions

1. (a) What is process selection? Explain the process flow structures.
(b) What does product-process matrix tell us? Explain.
(c) What does the product volume affect break-even analysis? Explain.
2. (a) What are some reasons project scheduling is not done well? Explain.
(b) The following represents a project that should be scheduling using CPM.

Activity	Immediate Predecessors	<u>Times (Days)</u>		
		a	m	b
A	-	1	3	5
B	-	1	2	3
C	A	1	2	3
D	A	2	3	4
E	B	3	4	11
F	C . D	3	4	5
G	D . E	1	4	6
H	F . G	2	4	5

3. (a) Distinguish among the process inventory, safety stock inventory and seasonal inventory.
(b) The Speedy Grocery Store carries a particular brand of coffee which has the following characteristics;

Sales	= 10 cases per week
Ordering cost	= TK. 10 per order
Carrying Change	= 30% year
Item cost	= TK. 60 per case

Questions:

- a) How many cases should be ordered at a time?
 - b) What is the annual cost of ordering and carrying coffee?
 - c) What factors might cause the company to order a large or smaller amount than the EOQ?
4. a) Describe the priority rules for the allocation of jobs to the respective machines.
b) How will you schedule your workers for providing service? Discuss.

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Semester: 191 (7th Level)

Course Title: Project Appraisal and Management

Due on: February 28, 2020

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Questions

1. (a) What is a project? Explain the various elements of projects as identified by definitions.
(b) Explain the triple constraint of project success normally applied by project manager?
2. (a) Recognize three components of the corporate strategy model: formulation, implementation, and evaluation.
(b) Briefly explain the various forms of organizational structure.
3. Your vice president for MIS informs you that she has researched the possibility of automating your organization's order-entry system. She has projected that the new system will reduce labor costs by \$25,000 each year over the next five years. The purchase price (including installation and testing) of the new system is \$105,250. The system is expected to have a useful life of five years, after which time it can be sold in the secondary computer systems market for \$10,250. What is the net present value of this investment if the discount rate is 8.5% per year?
4. Checklist. Consider the following information in choosing among the four project alternatives below (labeled A, B, C, and D). Each has been assessed according to four criteria:
 - Payoff potential • Lack of risk • Safety • Competitive advantage

Project A is rated:			
Payoff potential	High	Safety	High
Lack of risk	low	Competitive advantage	medium
Project B is rated:			
Payoff potential	Low	Safety	Medium
Lack of risk	medium	Competitive advantage	medium
Project C is rated:			
Payoff potential	Medium	Safety	Low
Lack of risk	medium	Competitive advantage	Low
Project D is rated:			
Payoff potential	High	Safety	Medium
Lack of risk	High	Competitive advantage	medium

Construct a project checklist model for screening these four alternatives. Based on your model, which project is the best choice for selection? Why? Which is the worst? Why?

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1. (a) Create a Work Breakdown Structure (WBS) for a term paper project or another school-related project you are working on. What are the steps in WBS?
(b) Identify and explain the five primary causes of project risk and four major approaches to risk identification.
2. (a) What is project cost management? Describe the various types of common project costs.
(b) Discuss the seven key steps in formal project closeout.

3. Consider a project with the following information:

Activity	Immediate Predecessor	Normal		Crash	
		Time (Days)	Cost (Tk.)	Time (Days)	Cost (Tk.)
A	-	6	2,400	4	3,600
B	A	7	3,500	5	5,000
C	B	5	3,000	4	3,800
D	A	3	2,700	2	4,500
E	D	4	800	3	1,500
F	C, E	5	1,200	3	2,100
G	F	8	2,400	5	4,200
H	G	3	4,500	2	7,000
Total			20,500		31,700

- (i) Draw a network diagram and put time and cost in each activity.
- (ii) Which path is the critical one?
- (iii) What is the cost per day to crash each of the activities?
- (iv) Assuming they are parts of the critical path, which should be crashed first?
- (v) What is the total time and costs you can save by crashing the above project activities?

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Course: Business Ethics

Due on: February 28, 2020

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Questions

1. a) Define ethics and business ethics?
b) How can ethical approaches be categorized? Discuss.
c) Narrate the scope and uses of studying business ethics.
2. a) Distinguish between Utilitarianism and Universalism.
b) Narrate the concept of Kant's ethics. How it marks in organizational context?
Explain.
c) Describe different philosophical models of ethics.
3. a) How economic, social, political and legal environment affect ethical issues?
b) How would you create an environment for implementing morality in a corporation?

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Course: Business Ethics

April 10, 2020

1. a) What is social responsibility? Explain both formal and informal organizational dimensions of managing social responsibility.
b) Explain the techniques that organizations use in evaluating their social responsibility.
2. a) What kind of ethical problems a manager faces in an organization? Explain the changing values of management.
b) What do you understand by corporate disclosure? In what form should disclosure take place? Explain.
3. a) What are the purposes of morality and social audit?
b) What do you mean by corporate social reporting? What intentions do corporate social reports serve? Explain.
c) What is marketing ethics? Discuss the guidelines for marketing ethics.

Bangladesh Open University
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Course Title: Portfolio Management

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Questions

1. (a) What is Portfolio? "Portfolio evaluation provides a feedback mechanism for improving the entire portfolio management process." Explain.
(b) Describe the different phases in portfolio management.
(c) Define Investment. Distinguish between the financial and economic meaning of investment.
2. (a) What is the meaning of risk? "Financial risk is a function of financial leverage"- Explain.
(b) A share is currently selling at Tk. 75. It is expected that a dividend of Tk. 8 per share would be paid during the year and the share could be sold at the Tk. 81 at the end of the year. Calculate the expected return from the share.
(c) An investor is considering the purchase of a bond currently selling for Tk. 678.50. The bond has four years to maturity, a face value of Tk. 1000 and a coupon rate of 6 per cent. The appropriate discount rate for investments of similar risk is 10 per cent. Calculate the yield to maturity of the bond. Based on the calculation, should the investor purchase the bond?
3. Explain the impact of the following economic variables on the performance of the economy and the companies:
 - (i) Interest rates;
 - (ii) Government revenue, expenditure and deficits; and
 - (iii) Infrastructure.
4. Describe the various characteristics of an industry that an analyst must consider while doing industry analysis.

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Questions

1. (a) Compare and contrast efficient market hypothesis with fundamental and technical analyses.
(b) Explain the strong form of efficient market hypothesis. How far is it validated?
(c) Enumerate the principles on which technical analysis is based.
2. (a) What is meant by optimal portfolio? Explain how portfolio return and risk are estimated under single index model.
(b) The following data are available to you as a portfolio manager.

Security	Estimated return %	Beta	Standard deviation %
1	32	2.10	50
2	30	1.80	35
3	25	1.65	42
4	20	1.30	26
5	18	1.15	29
6	15	0.85	18
7	14	0.75	20
8	12	0.50	17
Market Index	16	1.00	25
Govt. Security	7.5	0.00	00

- (i) In terms of security market line, which of the securities listed above are undervalued?
- (ii) Assuming that a portfolio is constructed investing equal proportion of funds in each of the above securities, what is the expected return and risk of such a portfolio.

3. Calculate the expected return of a portfolio composed of the following securities:

Security	Expected return (percent)	Proportion (percent)
A	10	20
B	15	20
C	20	60

What would be the expected return if the proportion of each security in the portfolio were 25, 25 and 50 percent respectively?

4. An investor owns a portfolio of four securities with the following characteristics:

Security	Beta	Random error (Standard deviation) (percent)	Proportion
P	0.79	12	0.25
Q	1.85	8	0.30
R	1.05	17	0.15
S	0.82	20	0.30

Calculate the portfolio risk, assuming the standard deviation of returns on market index to be 16 percent.

5. (a) Distinguish between Sharpe ratio and Treynor ratio.
 (b) What is meant by the holding period yield of a portfolio? How is it calculated?
 (c) Describe how the total return of a portfolio can be decomposed into different sources, using Fama's decomposition formula.

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Semester: 191 (7th Level)**Course Title: Retailing Management****Due on: February 28, 2020****Instructions**

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Questions

1. (a) Imagine, you are the retailer of mobile phone accessories in Dhaka. Explain your roles in a distribution channel as the retailer practically.
(b) Do you think that Bangladesh is providing retailing opportunities? Justify your assumptions by defining the opportunities in retailing by examples.
(c) What categories of general merchandise retailers are available globally? Discuss sequentially.
2. (a) Briefly explain the differences between services and merchandise retailers in Bangladeshi context. Recommend some suggestions for the medicine retailers in your area.
(b) Elaborate three major classifications of retail ownership.
(c) Who are known as multichannel retailers? Can you discuss some issues of failures of electronic retailer entrepreneurs?
3. (a) Compare among extended problem solving, limited problem solving and habitual decision making of buying decisions of consumers with examples.
(b) Assume that, you are in the retail business of furniture and home décor. Now justify how you will develop growth opportunities for your business by the analysis of retail format and target markets.

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Semester: 191 (7th Level)**Course Title: Retailing Management****Due on: April 10, 2020****Questions**

1. (a) Justify how popular shopping centers in Bangladesh influence the overall decisions of retailers by analyzing various patterns of it.
(b) Why have location decisions become more important in recent years? If you are loyal to any retail store, explain the reasons why you believe it is in the best location and what kind of facilities you get from there?
(c) Suppose, you are going to launch a fashionable clothing store in any area of your city. Justify the factors affecting your decisions of the attractiveness of selecting your desired site for your store.
2. (a) What is data warehousing? Describe the variety of ways in which electronic data interchange (EDI) data can be transmitted.
(b) Explain how Quick Response (QR) systems can increase a retailers' level of product availability and decrease its inventory investment.
3. (a) How customer data collection is possible by customer data warehouse process? Justify your opinion.
(b) How would you suggest that a superstore owner build greater loyalty and retention with its best customers? Prove with specific arguments.
(c) Imagine, you are involved in a business of tourist agency. Develop the strategies by which you convert your good customers into best customers and how you may deal with unprofitable customers.