

**Bangladesh Open University**  
BBA Program  
Semester: 192 (8<sup>th</sup> Level – HRM)

**Course Title: Strategic Management**

**Due on: 03 September, 2021**

**Instructions**

- Answer the 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 do you think are the sources of sustained superior profitability? Discuss.  
b) “Formal strategic planning systems are irrelevant for firms competing in high-technology industries where the pace of change is so rapid that plans are routinely made obsolete by unforeseen events.”- Discuss the accuracy of the statement.
2. a) Discuss Porter’s five forces model with reference to what you know about Biman Bangladesh Ltd. What does the model tell you about the level of competition in this industry?  
b) Identify a growth industry, a mature industry, and a declining industry in Bangladesh. Discuss the strategies to be followed in those industries.
3. a) When a company’s competitive advantage most likely to endure over time? Explain.  
b) What measures a company should adopt to achieve superior responsiveness to customers? Explain.

**Bangladesh Open University**  
BBA Program  
Semester: 192 (8<sup>th</sup> Level – Management)

**Course Title: Strategic Management**

**Due on: 01 October, 2021**

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**Questions**

1. a) Why does each generic competitive strategy require a different set of product, market and distinctive competency choice? Give examples.  
b) How can companies pursuing a cost-leadership, differentiation, or focus strategy become stuck in the middle? In what ways can they regain their competitive advantage?  
c) Discuss how companies can use (a) product differentiation and (b) capacity control to manage rivalry and increase an industry's profitability.
2. a) Explain different modes of entry available for a Bangladeshi firm to new markets abroad.  
b) Under what conditions might horizontal integration be inconsistent with the goal of maximizing profitability. Explain.  
c) Discuss the factors that can lead to the success of strategic alliance.
3. a) When is a company likely to choose related diversification and when unrelated diversification? Explain.  
b) What is the relationship of organizational structure, control, and culture? Give some examples of when and under what conditions a mismatch between these components might arise.  
c) Explain the steps involved in designing an effective strategic control system.

**Bangladesh Open University**  
BBA Program  
Semester: 192 (8<sup>th</sup> Level-HRM)

**Course Title: Organization Development**

**Due on: 03 September, 2021**

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**Questions**

1. (a) What do you understand by organization development?  
(b) What are the importance of OD in business management?  
(c) Explain the different problems that a business firm usually face.
2. (a) Discuss the early statements of organizational development values and assumptions.  
(b) Discuss the implications of organizational development values and assumptions.
3. (a) Describe the contributions of Robbert Tannenbaum in the history of organization development.  
(b) Is there any links between laboratory training stem and the survey feedback stem? Explain.

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**Questions**

1. (a) Explain in brief the nature of OD intervention.  
(b) State the phases of OD program.
  
2. (a) Describe the principles that are involved in creating an effective change management system.  
(b) Discuss the Burke-Litwin model of organizational change.
  
3. (a) What is action research? Explain the significant elements of a design for action research.  
(b) Explain the varieties of action research.

**Bangladesh Open University**  
BBA Program  
Semester: 192 (8<sup>th</sup> Level– HRM)

**Course Title: Industrial Relations**

**Due on: 03 September, 2021**

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**Questions**

1. (a) What is Industrial relations? Explain the objectives of industrial relation.  
(b) Explain the aspect of industrial relations.  
(c) Explain the functional requirement of successful industrial relations program.
2. (a) Describe the industrial relations system in Japan.  
(b) Explain the industrial relations system in USA and lessons for Bangladesh.
3. (a) What is trade Union? Discuss the trade union structure in Bangladesh.  
(b) Explain the advantages and disadvantages of insider leader.  
(c) Describe the registration process of trade union inside of director of labour and cancellation of registration.

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BBA Program

Semester: 192 (8<sup>th</sup> Level– HRM)Course Title: **Industrial Relations**Due on: **01 October, 2021****Instructions**

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**Questions**

1. (a) What do you mean by state? Explain the responsibilities of state in industrial relations.  
(b) What is an industrial dispute? Describe in brief the forms of industrial disputes.  
(c) Discuss the settlement strategies of industrial disputes.
2. (a) What is grievance? Explain the sources of grievances.  
(b) Describe the mitigation process of grievances.
3. (a) What do you mean by collective bargaining? Describe the characteristics of collective bargaining.  
(b) Discuss the process of collective bargaining.  
(c) How collective bargaining agent will be determined? Explain in accordance with The Bangladesh Labour Code 2006.
4. (a) What is ILO? State the objectives of ILO.  
(b) What is labour court? Explain the suggestions for ensuring effectiveness of labour courts in Bangladesh.

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**Course Title: Total Quality Management**

**Due on: 03 September, 2021**

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**Questions**

1. (a) Define quality and total quality management. Describe the dimensions of quality with an example of each. Do you think these dimensions are equally important for all types of products or services? Justify.  
(b) Explain the obstacles for the implementation of total quality management.
2. (a) Define customer and customer satisfaction. Is the main concern of most customers the price of the product or service? Explain.  
(b) Design a customer satisfaction questionnaire for the banking industry.
3. (a) Explain the various techniques to sustain continuous improvement.  
(b) Can you use the PDSA cycle in your personal life and your work experiences.
4. (a) What do you understand by benchmarking? Explain the main types of benchmarking. In what circumstance would each type be most appropriate and why?  
(b) Describe the advantages of using benchmarking as an improvement tool.

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**Course Title: Total Quality Management**

**Due on: 01 October, 2021**

**Questions**

1.
  - (a) Describe the four tiers of quality documentation.
  - (b) Do you think documentation is the most common reason for noncompliance? Justify your opinion.
  
2.
  - (a) Define house of quality. How you can build house of quality? Explain every steps in detail.
  - (b) Explain the phases of quality function deployment.
  
3. Working individually or in a team brainstorm how total productive maintenance could be applied to the following service industries:
  - (a) Photo printing business.
  - (b) Re-fuelling station.
  - (c) Hospital.