

Bangladesh Open University
BBA Program
Semester: 201 (7th Level)

Course: Operations Management

Due on: May 13, 2022

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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- Submit the assignment to the respective course tutor and ensure his/her signature on your Assignment Acknowledgement Form (see page#4 of Semester Calendar).

Questions

1. (a) What do you mean by operations management?
(b) Explain the process of operations system.
(c) Discuss historical development of operations management.
2. (a) Define operations strategy. Discuss the competitive dimensions of operations.
(b) How the productivity is measured? Discuss with an example.
(c) How will you evaluate the operations performance? Explain.
3. (a) Explain the different types of processes.
(b) How will you measure the process performance?

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Questions

1. (a) What do you mean by process selection? Discuss the different types of manufacturing processes.
(b) Explain the product – process matrix.
(c) Describe the advantages and disadvantages of fixed position production layout.
2. (a) What do you mean by services? Discuss the feature of a well-designed services system.
(b) Describe the approaches of service design.
(c) Explain in detail the steps in new service development process.
3. (a) Define capacity and capacity flexibility. Explain the issues that need to be considered in making capacity decision.
(b) Discuss with example the steps in determining capacity requirements.
(c) Is there any differences in service and manufacturing capacity planning?

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Course Title: Project Appraisal and Management

Due on: May 13, 2022

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Questions

1. What is project management? What are the reasons for which projects and project management can be crucial in helping an organization achieve its strategic goals?
2. Discuss how organizational culture affects project management.
3. What are the five important issues that managers should consider when evaluating screening models.
4. Create a Work Breakdown Structure (WBS) for a term paper project or another school-related (event management) project you are working on.
5. A five-year project has a projected net cash flow of \$15,000, \$25,000, \$30,000, \$20,000, and \$15,000 in the next five years. It will cost \$50,000 to implement the project. If the required rate of return is 20 percent, conduct a discounted cash flow calculation to determine the NPV.

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Course Title: Project Appraisal and Management

Due on: June 10, 2022

1. (a) What do you mean by cost estimation? Discuss on more common cost estimation methods.
- (b) What is project risk management? Describe the four possible alternatives that can adopt a project organization in deciding how to address project risk.
2. (a) What is Gantt Chart? State the reasons for using Gantt Chart in projects?
- (b) Write short notes on the following terms:
Activity; Early start; Early finish; Late start; Late finish; Forward pass; Backward pass; Node; AOA; AON; Float; PERT; CPM; Path; critical path?
3. Scheduling personnel of LEXUS Company Ltd. have decided to apply CPM method in preparing production schedule and furnished the following information:

Activity	Immediate Predecessor	Expected time
A	-	5
B	A	5
C	A	6
D	B,C	13
E	B	6
F	D	4
G	C	9
H	E,F,G	2

Using the given information:

- (i) Draw the network diagram using both AOA and AON Methods and calculate critical path;
- (ii) Calculate ES; EF; LS; LF and slack.

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Course: Business Ethics

Due on: May 13, 2022

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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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Questions

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 evaluation 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

Due on: 13 May 2022

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Questions

1. (a) “Portfolio evaluation provides a feedback mechanism for improving the entire portfolio management process.” Explain.
 (b) Describe the different phases in portfolio management.
 (c) You have decided to buy 500 shares of an IT company with the intention of selling out at the end of five years. You estimate that the company will pay Tk.3.50 per share as dividends for the first two years and Tk.4.50 per share for the next three years. You further estimate that, at the end of the five-year holding period, the shares can be sold for Tk.85. What would you be willing to pay today for these shares if your required rate of return is 12 percent?
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) A mutual fund has earned an average annual return of 24 per cent over a five year period while the average market return over the same period was only 18 per cent. The risk free rate prevailing at the time was 7.5 per cent. The mutual fund had a beta of 1.45. The standard deviation of returns of the mutual fund and the market index were 40 per cent and 30 per cent respectively. Calculate Fama’s net selectivity for the fund, showing the decomposition of performance.
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. An investor has analyzed a stock for a one-year holding period. There is a fifty-fifty chance that the stock, currently selling at Tk.60, will sell for Tk.55 or Tk.70 by the year end. The investor can borrow on 40 percent margin from his bank at 10 percent per annum.

Bangladesh Open University
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Semester: 201 (7th Level)

Course Title: Portfolio Management**Due on: 10 June, 2022**

1. (a) Distinguish between the feasible set of portfolios and the efficient set of portfolios. Explain the concept of efficient frontier in the context of portfolio selection..
- (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 the feasible set of portfolios and the efficient set of portfolios. Explain the concept of efficient frontier in the context of portfolio selection..
- (b) Explain the strong form of efficient market hypothesis. How far is it validated?
- (c) Enumerate the principles on which technical analysis is based.

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Course: Retailing Management

Due on: May 13, 2022

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Questions

1. (a) As a retailer of Fast-moving consumers goods like soaps, shampoo, detergent etc. what opportunities can you avail in the business?
(b) Explain the current trends in the food retailing industry worldwide.
(c) What categories of general merchandise retailers are available globally? Discuss.
2. (a) Bring to light your views about how the shopping trends for groceries are likely to be in the future?
(b) Elaborately explain the 3 major classifications in retail ownership.
(c) How can a retailer build sustainable competitive advantage through his strategies in Bangladeshi Chinese restaurant industry.
3. (a) Explain the Strategic Profit Model and the process of setting performance objectives in retail business.
(b) Assume that you are in the furniture and home décor business. How will you use price to stimulate your sales?

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Questions

1. (a) What is the economic significance of franchise type of retailing from the perspectives of a developing country like ours?
(b) What factors would you consider when deciding on the attractiveness of selecting a desired site for a women's salon in Dhaka? Justify your answer.
(c) Why have location decisions become so important in recent years? If you are loyal to any retail store, explain why you believe that it is at the best location and what kind of facilities do you get from there?
2. (a) What is data warehousing? Describe the variety of ways in which electronic data interchange (EDI) can be transmitted?
(b) Explain how Quick Response (QR) systems can increase a retailer's level of product availability and decrease its inventory system
3. (a) Imagine that you are the owner of a popular ice cream parlor around Gulshan area. Now, prove with arguments how you plan on building greater loyalty and retention with your best customers.
(b) Justify how customer data collection takes place through data warehousing process.
(c) How can you convert your good customers into best customers in the travel agency business and how do you handle unprofitable customers?