

Bangladesh Open University**MBA Program**Semester: 192 (4th Level-Major in Management)**Course Title: Management Information Systems****Due on 27 May 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).
- Don't make the spiral binding. Instead, make the soft binding.
- Submit the assignment to the study center coordinator and ensure his/her signature on your Assignment Acknowledgement Form (see page#8 of Semester Calendar).

Questions

- 1.(a) Graphically show how information technology supports globalization.
(b) Examine how business and technology change over time. In this connection, mention the present trends in this respect.
- 2.(a) Explain the factors that affect the speed and performance of a computer.
(b) Describe two popular application software packages.
(c) Discuss four primary tasks that database managers can perform.
3. (a) "Happiness is different thing to different people and say, systems mean different things to different people." Explain the statement.
(b) Explain the common systems problem in business.
- 4.(a) "The object approach reverses the treatment of processes and data." Explain.
(b) "Most of the real-world problems are complex and unstructured." Why? In solving problems, how will you work out the right problem?

Bangladesh Open University

MBA Program

Semester: 192 (4th Level-Major in Management)**Course Title: Management Information Systems****Due on 29 July 2022**

1. (a) What do you mean by real time processing? Explain the levels of real time processing with business examples.
(b) Narrate the components of human resource transaction processing.
- 2.(a) “The easiest way to view a database management system is to think of it as a layer of software that surrounds the database files.” Explain.
(b) Explain the factors that need to be considered in implementing a telecommunication plan.
3. Sherwin-Williams Co. began as a manufacturer of paint. Their Paint Stores Group is headquartered in Cleveland and had \$1.5 billion in sales in 1991, which grew to \$1.8 billion in 1992. This group was organized into 110 districts. Each one was headed by a district manager. Each district manager was responsible for 20 to 25 stores. These managers reported to 14 area vice-presidents, who in turn reported to 4 division heads. The overall organization is run by the CEO, John Breen. Overall, the company had a traditional management hierarchy. Individual stores were operated independently and results were reported up the command chain. Major decisions were made at the executive level. Policies were broadcast to the entire organization and messages sent through the managers to be given to individual stores. There was little horizontal communication between individual stores or districts.

Each store had an automated point-of-sale system based on NCR cash registers. The POS collected detailed sales data for each store, but each store was independent of the others. Overall, Sherwin-Williams was satisfied with the POS system. Most of the corporate - computing was handled by a centralized Amdahl computer (compatible with large IBM computers). Bill Thompson, the head of MIS for the paint group, noted that almost none of the district managers used personal computers (fewer than 15 percent).

Every Monday morning, managers called each of the stores in their district to get sales figures for the previous week. The managers used these numbers to create a sales report which was forwarded up the hierarchy to area vice-presidents. Because of the importance

of staying in touch with the local stores, the weekly phone calls are important to the managers. However, managers spend a lot of time every week producing the sales reports. Additionally, because upper management was always in a hurry to see the data, there was only enough time to collect basic sales figures. The senior executives are also interested in detailed comparisons based on sales by product category, by sales representative, and by each territory. Most of the time, the area vice presidents and senior executives make decisions based on comparisons of aggregated sales data by territory. However, they sometimes want more detailed data from individual stores. Additionally, senior management wants to make more comparisons among regions. Similarly, district managers would like to compare their sales to those of the other districts.

Questions:

- (i) What basic problems are faced by Sherwin-Williams managers?
- (ii) What level of management is most in need of better information access?
- (iii) How can MIS help Sherwin-Williams managers get access to their data?
- (iv) What hardware and software might be needed?
- (v) What additional communication facilities might be needed?
- (vi) Will a new system alter the way the organization is managed and operated?

Bangladesh Open University
MBA Program
Semester: 192 (4th Level)

Course: Strategic Management

Due on: May 27, 2022

Instructions

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- The assignment must be submitted on the assigned date to the Coordinator of the study center you are attached with.
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Questions

1. (a) Define vision, mission and objective. Give examples of each.
(b) Can there be a mission for a functional department? Explain with examples.
(c) What is competitive advantage? State the sources of competitive advantage.

2. (a) Distinguish between general environment and industry environment.
(b) Explain the content of technological and demographic factors and their impact on the performance of business organizations in Bangladesh.
(c) How do strategy managers respond to the influences of the external environment?
Explain

3. (a) What do you mean by ‘barriers to entry’? Give examples.
(b) Show the elements of Porter’s Five forces Model with the help of a diagram. Why is the model a widely used technique for an industry’s competitive analysis?
(c) Why strategic managers need to know the market position of competitors? What is strategic group mapping? Discuss with example.

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শুন্ অৱ বিজনেস
Bangladesh Open University
MBA Program
Semester: 192 (4th Level)

Course: Strategic Management

Due on: July 29, 2022

(Answer all the questions in own handwriting on A4 size white pages)

1. (a) As a manager of your company, if you are asked to undertake and execute 'growth strategy' in your company, how would you implement it?
 - (b) If a company wants to follow a combination of low-cost strategy, differentiation strategy and focus strategy for a particular product, what should ideally be the characteristics of the product and also of the market segment?
 - (c) 'Cooperative strategies are prevalent in those industries where there are rapid changes in technology, business environment and customer needs.' Explain the significance of this statement with an example of a relevant industry in Bangladesh.
2. (a) "Successful leadership is a potential source of competitive advantage, and, therefore highly essential for successful strategy implementation." Explain the statement.
 - (b) What are the tasks that winning leaders perform in relation to effective strategy implementation?
 - (c) Explain how strategy-supportive corporate culture facilitates better strategy implementation.

3. Case study: Please go through the case and answer the question given below the case.

Margaret Quinn, the President of Eastern Electric Corporation, one of the large electric utilities operating in the eastern United States, had long been convinced that effective planning in the company was absolutely essential to success. For more than 10 years she had tried to get a company planning program installed without seeing much result. Over this time she had consecutively appointed three vice presidents in charge of planning and, although each had seemed to work hard at the job, she noticed that individual department heads kept going their own ways. They made decisions on problems as they came up, and they prided themselves on doing an effective job of "fighting fires."

But the company seemed to be drifting, and individual decisions of department heads did not always tally with each other. The executive in charge of regulatory matters was always pressing state commissions to allow higher electric rates without having very much luck, since the commissions felt that costs, although rising, were not justified. The head of public relations was constantly appealing to the public to understand the problems of electric utilities, but electric users in the various communities felt that the utility was making enough money and that the company should solve its problems without raising rates. The Vice President in charge of operations, pressed by many communities to expand electric lines, to put all lines underground to get rid of unsightly poles and lines, and to give customers better services, felt that costs were secondary to keeping customers off his back.

When a consultant called in at the request of Ms. Quinn looked over the situation, he found that the company really was not planning very well. The Vice Presidents of planning and his staff were working hard, making studies and forecasts and submitting them to the president. There they stopped, since all the department heads looked on them as impractical paperwork that had no importance for their day-to-day operations.

Questions:

- (a) If you were the consultant, what steps would you suggest to get the company to plan effectively?
- (b) What advice would you give the company as and how far in the future to plan?
- (c) How would you suggest to the President that your recommendations be put into effect?

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Bangladesh Open University
MBA Program
Semester: 192 (4th Level)

Course: Financial Management and Policy

Due on: May 27, 2022

Instructions

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Questions

1. (a) What is finance? Describe the field of managerial finance.
(b) For what three basic reasons is profit maximization inconsistent with wealth maximization?
2. Calculation of EPS and retained earnings Philagem, Inc., ended 2012 with a net profit before taxes of \$218,000. The company is subject to a 40% tax rate and must pay \$32,000 in preferred stock dividends before distributing any earnings on the 85,000 shares of common stock currently outstanding.
(a) Calculate Philagem's 2012 earnings per share (EPS).
(b) If the firm paid common stock dividends of \$0.80 per share, how many dollars would go to retained earnings?
3. (a) What is the cost of capital? What are the typical sources of long-term capital available to the firm?
(b) Oxy Corporation uses debt, preferred stock, and common stock to raise capital. The firm's capital structure targets the following proportions: debt, 55%; preferred stock, 10%; and common stock, 35%. If the cost of debt is 6.7%, preferred stock costs 9.2%, and common stock costs 10.6%, what is Oxy's weighted average cost of capital (WACC)

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Bangladesh Open University
MBA Program
Semester: 192 (4th Level)

Course: Financial Management and Policy

Due on: July 29, 2022

(Answer all the questions in own handwriting on A4 size white pages)

1. (a) Define the capital budgeting process and explain how it helps managers achieve their goal.
(b) Axis Corp. is considering investment in the best of two mutually exclusive projects. Project Kelvin involves an overhaul of the existing system; it will cost \$45,000 and generate cash inflows of \$20,000 per year for the next 3 years. Project Thompson involves replacement of the existing system; it will cost \$275,000 and generate cash inflows of \$60,000 per year for 6 years. Using an 8% cost of capital, calculate each project's NPV, and make a recommendation based on your findings.
2. Explain how each of the following inputs is used to calculate the initial investment: (a) cost of new asset, (b) installation costs, (c) proceeds from sale of old asset, (d) tax on sale of old asset, and (e) change in networking capital.
3. (a) What is meant by the term leverage? How are operating leverage, financial leverage, and total leverage related to the income statement?
(b) Newlin Electronics is considering additional financing of \$10,000. It currently has \$50,000 of 12% (annual interest) bonds and 10,000 shares of common stock outstanding. The firm can obtain the financing through a 12% (annual interest) bond issue or through the sale of 1,000 shares of common stock. The firm has a 40% tax rate.
 - a. Calculate two EBIT–EPS coordinates for each plan by selecting any two EBIT values and finding their associated EPS values.
 - b. Plot the two financing plans on a set of EBIT–EPS axes.
 - c. On the basis of your graph in part b, at what level of EBIT does the bond plan become superior to the stock plan?

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শুন্ অৱ বিজনেস
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MBA Program
Semester: 192 (4th Level)

Course: Entrepreneurship Development

Due on: May 27, 2022

Instructions

- Answer the all questions in your own handwriting on A4 size white paper.
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Questions

1. (a) Entrepreneur and Entrepreneurship are catalysts in the process of development of a country. Explain.
(b) Describe the recent trend in the development of women entrepreneurship in Bangladesh.
2. (a) What is meant by entrepreneurial motivation? Is it necessary for a successful entrepreneur? Discuss.
(b) It is said that "ambition is the lever of all motives". Do you agree? Comment on the statement.
3. (a) What is meant by small business? Discuss the reasons for success and failure in small Business of Bangladesh and identify five special contribution of small business.
(b) "Small-scale industries serve as seedbed of entrepreneurship development." Explain.

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Course: Entrepreneurship Development

Due on: July 29, 2022

(Answer all the questions in own handwriting on A4 size white pages)

1. (a) State the need for institutional finance for small enterprises. Discuss the role of BSB, BSRS & BSCIC in providing institutional supports to small entrepreneurs?
 (b) For the industrial development of Bangladesh, both small and large scale industries need to develop as mutually supportive and complimentary to each other? Discuss.
2. (a) Appreciate the need for finance in a business enterprise. What are the various sources available to a small scale enterprise to raise funds?
 (b) Discuss the various problem of marketing of small industry products in Bangladesh?
3. Case Study

Tota Chickens-Franchise Negotiation

Mr. Raza Hassan did not really enjoy himself at his company's convention in Chittagong. He went to the meetings and to most of the social events at the hotel, but he really felt out of place. Since his thirty-fifth birthday last year, Raza had started to think he was on a treadmill going no where. Raza was dissatisfied most with his district manager and the way he treated people. He made Raza feel inadequate even he had done a good job. Then, in Chittagong, the company announced that they were cutting Raza's territory, and he knew he would have to work twice as hard to keep his income level with last year. Raza was so depressed that he skipped the awards banquet and wandered around the New Quarter. After several hours, he decided he was hungry. Just off Lion Street he found the Tota Chickens Cafe. He really enjoyed his meal with all its new Tota flavors in spite of his mood.

As he paid his bill, Raza picked up a brochure about the Cafe. Back in his hotel room, he took time to read it. When he came to the part about Tota Chicken franchises being for sale at reasonable prices, he started to get excited. The more Raza read, the more interested he became. Raza knew the people of N'Gonj, his hometown would like the Tota Chicken as much as he did. And besides, it was a way for him to put up with that district manager. Raza had most of the Tk. 1,20,000 franchise fee in savings, and he knew where there was an empty building on Min Min Avenue. "It will work", he thought himself. "I'll just call the franchisor tomorrow and ask a few questions."

Required:

- (i) What kind of help could Raza expect from the franchisor?
- (ii) What do you think of Raza's motives for going into a franchise?
- (iii) Would you advise Raza to start a Tota Chicken Cafe in N'Gonj? Why or why not?

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