

Bangladesh Open University
BBA Program
Semester: 182 (8th Level – HRM)

Course Title: Strategic Management

Due on: October 04, 2019

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).
- Don't make spiral binding. Instead, make soft binding.
- Submit the assignment to the respective course tutor and ensure his/her signature on your Assignment Acknowledgement Form (see page#5 of Semester Calendar).

Questions

1. (a) What is Strategic Management? Explain the benefits of strategic approach to managing.
(b) Who perform the tasks of strategic management?
(c) Describe major issues of strategic management to facing today's changing environment.
2. (a) What is an industry? Explain the Michael Porter's Five Forces model of competition analysis.
(b) What is strategic group? Explain with examples.
(c) Describe the limitations of models for industry analysis.
3. (a) What do you mean by competitive advantage? Distinguish between competencies and competitive advantages.
(b) Explain the main components of generic building blocks of competitive advantage.
(c) How will you analyze the competitive advantage and profitability? Explain.
4. (a) Explain the ways of achieving superior efficiency of a company.
(b) How will you achieve the superior responsiveness to your customers' demand?
Discuss.

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Due on: November 08, 2019

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Questions

1. (a) What is business level strategy? How will you develop a business-level strategy to strengthen your organization? Describe briefly.
(b) What is low-cost strategy? When low-cost provider strategy works best? Explain.
2. (a) What is differentiation strategy? Explain the pitfalls or shortcoming of differentiation strategy.
(b) Define focused or market niche strategy? When is niche strategy more attractive? Explain.
3. (a) What is vertical integration? Describe the advantages and disadvantages of vertical integration.
(b) What are the alternatives to vertical integration? Describe.
4. (a) What is diversification? Describe the limits of diversification.
(b) When a company goes to related diversification of a business? Explain.
5. (a) How implementation of strategy can be successful through managing organizational culture? Explain.
(b) Explain how the strategy can be implemented in a single industry.

Bangladesh Open University
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Course Title: Organization Development

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Questions

1. (a) Define organizational development.
(b) Describe the distinguishing characteristics of organizational development.
(c) Explain the stages of organizational transformation process.
2. (a) Define participation and empowerment.
(b) Explain the contribution of sociotechnical and sociocultural stem in the history of organization development.
3. (a) Describe the values and assumptions of organization development.
(b) Explain the implications of OD values and assumptions for dealing with individuals, groups and organizations.

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Questions

1. (a) Explain the Burke-Litwin model of organizational change with diagram.
(b) Discribe Marvin weisbords six-box orgainzational Model.
2. (a) Discribe the phases of organizational development program.
(b) What are the key ingredients for effective change management?
3. (a) Explain Action Research Model as a problem solving approach.
(b) Discuss the points that help practitioners to structure the activities in better way for organization development intervention.

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Course Title: Industrial Relations

Due on: October 04, 2019

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Questions

1. a) Define Industrial Relations. State the objectives of industrial relations.
b) Distinguish between unitary approach and pluralistic approach to the study of industrial relations.
2. a) Discuss the essentials for sound industrial relations in different organizations of Bangladesh.
b) Discuss the major challenges of industrial relations in Bangladesh.
3. a) What is a trade union? Explain the procedure of a trade union.
b) Explain the pre-conditions for success of insider leadership in trade unions of Bangladesh.

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Questions

1. a) What do you mean by industrial dispute? Explain different forms of industrial disputes.
b) Explain the procedure for settlement of industrial disputes in Bangladesh.
2. a) What do you mean by employee grievances? What are the different ways to know employee grievances? Explain.
b) Who is a collective bargaining agent? Discuss the process of collective bargaining.
3. a) What is a labor court? Discuss the performance of labor courts in Bangladesh.
b) What is ILO? Discuss the policies and activities of ILO in Bangladesh.

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Course Title: Total Quality Management

Due on: October 04, 2019

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Questions

1. a) What do you understand by total quality management? How is it different from quality? Discuss
b) Explain the basic concepts of total quality management.
c) Describe the obstacles that are observed in successful implementation of total quality management.
2. a) Define customer. What perceptions do customers have regarding quality? Discuss
b) Design a customers satisfaction questionnaire for the following service industries: i) Bank; ii) Hospital and iii) Residential Hotel.
3. a) How do recognition and rewards affect motivation? Explain.
b) Describe the advantages of empowered team.
c) Discuss the benefits of employee involvement.

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Questions

1. a) Describe the Primary improvement strategies.
b) Give an example of the use of the PDSA cycle in your personal life and in your work experience.
2. a) What is benchmarking? Explain the reasons of benchmarking.
b) Identify and explain the three main types of benchmarking. In what circumstances would each type be most appropriate? Discuss.
3. a) Explain the benefits of ISO registration.
b) Describe the steps that are necessary for the implementation of quality management system.
4. a) Explain the benefits of quality function deployment.
b) How will you build a house of quality? Discuss.