

**Bangladesh Open University**

BBA Program

Semester: 211 (7<sup>th</sup> Level)**Course Title: Operations Management****Date: 5 May 2023****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 is operations management? Do you find any differences between operations management and operations research? How? Discuss.  
(b) Describe the historical development of operations management.  
(c) Describe the input-transformation-output relationships in the system of an airlines, and a branch office of bank.
2. (a) Explain the major competitive dimensions that are related to operations management.  
(b) How will you fit the operational activities to operations strategy? Discuss.  
(c) In your opinion, do school of business of Bangladesh Open University have competitive priorities? How? Discuss.
3. (a) Describe the generic product development process. How does the process change for 'technology-push' products?  
(b) How does the QDF approach help in designing product? Is there any limitations of QDF approach? Discuss.  
(c) How does the economic analysis of product development projects conducted? Explain.

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Semester: 211 (7<sup>th</sup> Level)**Course Title: Operations Management****Date: 16 June 2023****Instructions**

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**Questions**

1. (a) Explain how having more work-in-process inventory can improve the efficiency of a process? How can this be bad? Explain.  
(b) How will you measure the performance of a process? Discuss.
2. (a) Describe the different types of process flow structures with example of each. How will you match the major stages of product and process life cycles?  
(b) Explain the basic production layout formats with example.  
(c) Describe the steps that are followed in balancing assembly line.
3. (a) What is service? State the salient features of service.  
(b) Describe the issues of operating focus that should be kept in mind in designing service strategy.  
(c) Explain the constraints of service design.

**Bangladesh Open University**  
BBA Program  
Semester: 211 (7th Level)

**Course Title: Project Appraisal and Management**

**Due on: 5 May, 2023**

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**Questions**

- 1
  - a. What is project? Identify the various elements of projects.
  - b. Who are the key stakeholders of a project? Show the relationship among them.
  - c. Illustrates the strategic alignment between a firm's projects and its basic vision, objectives, strategies, and goals with concrete examples.
- 2
  - a. List the various elements that a company must address when considering new project alternatives.
  - b. How are financial models superior to other screening models? How are they inferior?
- 3
  - a. Understand the key behaviors in which project leaders engage to support their projects.
  - b. Identify the steps in developing the scope statement.
- 4
  - a. What are the principal benefits of developing a comprehensive project scope analysis?
  - b. What is Project Risk? Recognize and explain the four key stages in project risk management.

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**Questions**

1. Briefly discuss the common forms of cost estimation for project work, including ballpark estimates, definitive estimates, parametric estimates, and learning curve.
2. Assume that overhead is charged on a flat-rate basis. Each member of the project is assigned an overhead charge of Tk. 1500/week. What would the fully loaded cost of labor be for an employee, given that she is assigned to the project for 200 hours at Tk. 100.50/hour?
3. Why was one of the earliest project tracking devices referred to as an S-curve? Do you see value in the desire to link budget and schedule to view project performance?
4. How have you seen an example of one of these methods, through either your school or work experience?
5. Your university is holding a fund-raiser and will be hiring a band to entertain spectators. You have been selected to serve as the event project manager and have created a Work Breakdown Structure and duration estimates for the activities involved in site preparation for the event. Construct a network activity diagram based on the following information:

<u>Activity</u>	<u>Predecessor activity</u>	<u>Duration (Days)</u>
A	-	4
B	A	4
C	A	2
D	A	5
E	C	2
F	B	4
G	E	2
H	E, F	2
I	D	3
J	G, H, I	4

- a. Conduct both a forward and backward pass using AOA notation. What is the estimated total duration for the project?
- b. Identify all paths through the network. Which is the critical path?
- c. Which activities have slack time?

**Bangladesh Open University**  
**BBA Program**  
**Semester: 211 (7<sup>th</sup> Level)**

**Course Title: Business Ethics**

**Due on: 5 May, 2023**

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**Questions**

1. (a) Define ethics and business ethics. What are the different types of ethical study? K, U  
 (b) Discuss the different types of ethical study and their significance in business. U,An  
 (c) In the context of international business, discuss the ethical challenges faced by multinational corporations. How can businesses ensure ethical behavior across different cultures and countries? An, S
  
2. (a) Distinguish between Utilitarianism and Universalism. How do these ethical theories differ in terms of their approach to decision-making and moral values? U,An  
 (b) Analyze the ethical challenges faced by businesses in Bangladesh. What cultural, social, and economic factors contribute to these challenges? How can businesses in Bangladesh navigate these challenges and ensure ethical practices? Discuss the role of government and civil society in promoting ethical business practices in Bangladesh. An, Ap, Ev
  
3. (a) Define social responsibility. What are the legal measures that promote social responsibility? How can businesses manage their social responsibility obligations? K, U, Ap  
 (b) How do the expectations of communities and governments affect the social responsibility of businesses? An

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**Questions**

1. (a) What are the changing values of management, and how do they affect managerial ethics? An
- (b) Discuss the different approaches to managerial ethics, including the ethical rights and obligations of management. U, An
- (c) How can businesses promote ethical managerial decisions and develop a code of ethics? Ap
  
2. (a) How do businesses manage employee privacy issues, discipline, and expectations between employers and employees? An, Ev
- (b) Compare and contrast the ethical expectations of employers and employees in international and Bangladesh perspectives. What are the similarities and differences in the organization of work, wages and benefits, working conditions, employee rights, disciplining, gifts and entertainment, and employee privacy issues in these contexts? An, Ev
  
3. (a) How can businesses protect consumer rights and manage marketing ethics, and how does buyer-seller behavior differ in Islam? An
- (b) What are the rationales of international business, and how do they differ from domestic business? U, An,

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BBA Program

Semester: 211 (7<sup>th</sup> Level)**Course Title: Portfolio Management****Due on: 5 May 2023****Instructions**

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**Questions**

1. (a) Define investment. Discuss the three components of an investor's required rate of return on an investment.  
(b) Why do most investors hold diversified portfolios? Explain.  
(c) There is a trade-off between risk and return" – Explain this statement.
2. (a) Both the capital asset pricing model and the arbitrage pricing theory rely on the proposition that a no-risk, no-wealth investment should earn, on average, no return. Explain why this should be the case, being sure to describe briefly the similarities and differences between the CAPM and the APT. Also, using either of these theories, explain how superior investment performance can be established.  
(b) "Financial risk is a function of financial leverage"- Explain.  
(c) 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.
3. (a) What are the stages in the industrial life cycle, and how does the stage in an industry's life cycle affect the sales estimate for an industry?  
(b) Describe the techniques of short-term economic forecasting.  
(c) Fundamental analysis provides an analytical framework for rational investment decision-making" Explain.

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**Course Title: Portfolio Management**

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**Questions**

1. (a) What is company analysis? Explain how financial ratios can be used to determine the strengths and weakness of a company?
- (b) The Mills Company bond, which currently sells for \$1,080, has a 10% coupon interest rate and \$1,000 par value, pays interest annually, and has 10 years to maturity. What is the bond's YTM?
- (c) How does the competitive condition in an industry affect the performance of the industry?
2. (a) What is portfolio analysis? Explain the process of portfolio analysis.
- (b) Calculate the portfolio variance and standard deviation for a portfolio having the following characteristics.

Securities	Return (%)	Standard Deviation	Proportion of Investment
A	41	11	0.2
B	17	9	0.3
C	52	15	0.5

Also given that, Correlation Coefficients are:

A and B = 0.8

A and C = 0.2

B and C = 0.5

3. (a) Distinguish between the feasible set of portfolios and the efficient set of portfolios.
- (b) Explain the concept of efficient frontier in the context of portfolio selection.
- (c) Consider the following data for two risk factors (1 and 2) and two securities (J and L):
 

$\lambda_0 = 0.05$	$b_{J1} = 0.80$
$\lambda_1 = 0.02$	$b_{J2} = 1.40$
$\lambda_2 = 0.04$	$b_{L1} = 1.60$
	$b_{L2} = 2.25$

  - a. Compute the expected returns for both securities.
  - b. Suppose that Security J is currently priced at \$22.50 while the price of Security L is \$15.00. Further, it is expected that both securities will pay a dividend of \$0.75 during the coming year. What is the expected price of each security one year from now?



**Bangladesh Open University**  
BBA Program  
Semester: 211 (7<sup>th</sup> Level)

**Course Title: Retailing Management**

**Due on: 5 May, 2023**

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**Questions**

1. (a) Explain the current trends in the food retailing industry Bangladesh.  
(b) Explore the economic significance of retailing in a developing country like ours.  
(c) If you open a restaurant under the franchise structure in Dhaka city, what opportunities can you avail in this business?
2. (a) What makes the non-store retail format popular today?  
(b) How is the trend in retailing evolving toward the multichannel format?  
(c) How can a retailer build sustainable competitive advantage through his business strategies in Bangladeshi super shop industry?
3. (a) How does a retailer estimate demand for a new location?  
(b) How can a local salon benefit from implementing a CRM program?

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**Questions**

1. (a) How is electronic retailing largely replacing traditional stores in today's world of business?  
(b) What is data warehousing? Describe the variety of ways in which electronic data interchange (EDI) can be transmitted?  
(c) Bring to light your views about how the shopping trends for salon service are likely to be in the future?
2. (a) Give an overview of the Strategic Profit Model.  
(b) What factors affect the attractiveness of a site for establishing a popular franchise?  
(c) Assume that you are in the business of selling imported cosmetics somewhere in Banani area. How will you use price to stimulate your sales in the shopping hub of Banani where competition is intense?
3. (a) Justify how customer data collection takes place through data warehousing process.  
(b) How can you convert your good customers into best customers in the travel agency business and how do you handle unprofitable customers?