

Bangladesh Open University

Programme: Commonwealth Executive MBA/MPA

Semester: 232, Level: 3rd

Course Title: Strategic Management

Submit by: October 30, 2026

Instructions for Assignment Submission

 1. Assignments must be submitted on A4 size paper in own hand writing. 2. Filled in cover page must be used on the top of each assignment (For specimen cover page, see page-5 of the Semester Calendar) 3. Assignments must be submitted to the coordinator of the study center you are attached with. 4. Spiral binding must be avoided. Instead, transparent folder or file cover or any other soft binding may be used. 5. Contact e-mail address & Cell Phone and Land Phone numbers must be written on the cover page clearly. If your e-mail address is not yet added to our e-mail list, please send a mail to mzraihaan@bou.ac.bd with subject "Add Me". 6. In the case of delayed submission, the School will not acknowledge the submission of the assignment(s) and will not be responsible for any damage or loss of the assignment(s). 7. If it is noticed that your assignment is copied from another student's assignment, your assignment will be cancelled automatically.	<table> <tr> <th colspan="2">Assignment Marks Distribution</th></tr> <tr> <td>Assignment -1</td><td>10</td></tr> <tr> <td>Assignment -2</td><td>10</td></tr> <tr> <td>Assignment -3</td><td>10</td></tr> </table>	Assignment Marks Distribution		Assignment -1	10	Assignment -2	10	Assignment -3	10
Assignment Marks Distribution									
Assignment -1	10								
Assignment -2	10								
Assignment -3	10								

Questions

- (a) What do you understand by strategic management? How strategic management is different from policy?
 - (b) Describe the issues of the Design School in the model of strategy.
 - (c) Suppose your company (a pharmaceutical company) has adopted a policy of offering 'duplex flats' located at the posh urban areas to the physician to motivate them to prescribe your company's newly-produced pharmaceutical product. What strategic approach is applying here? Do you think it is ethical for the company? Why or why not? Justify your opinion.
- (a) What is mission? How mission assists in attaining vision in the organization? State the contents that should be covered in a mission statements.
 - (b) Do you think the mission of an organization can be changed over time? Give reasons on your opinion.
 - (c) Collect the business objectives of your company and assess whether the objectives are SMART or not using the knowledge you gain? Justify your opinion.
- (a) Explain the micro environmental factors of a company that are related to organization's strategy.
 - (b) Suppose you are a manager of food processing company located at Rangpur. Identify the major industry-related environmental forces and explain how these forces are affecting the operations of your business.

Bangladesh Open University

Programme: Commonwealth Executive MBA/MPA

Semester: 232, Level: 3rd

Course Title: Strategic Management

Submit by: November 27, 2026

Questions

1.
 - (a) What is meant by industry? What information are necessary for industry analysis necessary?
 - (b) Explain the Five Forces Model of competitive analysis pronounced by Michael Porter. Is there any strategic implications of this model? How?
 - (c) If your company is facing severe competition from substitute products, what action would you adopt to retaliate aggressively against new entrants in the company.
2.
 - (a) Describe the seven-forces model of Thompson and Strickland for industry analysis.
 - (b) Prepare a strategic group for your firm, which is doing business in the textile industry. What factors would you consider for strategic mapping?
 - (c) What is key success factor? As a banker what would be the key success factors for better survival in the market.
3.
 - (a) What is meant by SWOT analysis? Consider a foreign company who is operating its business in Bangladesh. Note down the relevant information that you would be able to use for SWOT analysis. Now prepare a SWOT framework and use your information for the identification of the company's strengths, weaknesses, opportunities, and threats.
 - (b) After SWOT analysis what a manager do next? Explain.

Bangladesh Open University

Programme: Commonwealth Executive MBA/MPA

Semester: 232, Level: 3rd

Course Title: Strategic Management

Submit by: January 08, 2027

Questions

1.
 - (a) Compare and contrast between low-cost strategy and best-cost strategy. When does best-cost strategy work best in a business organization dealing with household products?
 - (b) Low-cost strategy does not work well in some situations. Do you agree with this statement? Give arguments to support your answer.
 - (c) What is market niche? State the issues that are considered favorable to enter into the niche market.
2.
 - (a) Assume, all the mobile phone operators in Bangladesh such as Grameen Phone, Airtel, BanglaLink and Teletalk have come into an agreement to allow each other to use their own network. What kind of strategy is it? What would the probable advantages and difficulties by adopting this strategy?
 - (b) Discuss the strategic advantages and disadvantages of horizontal integration.
 - (c) Describe the advantages of first-mover and late-mover strategy. Which strategy you think better in dealing with electronics items? Justify.
3.
 - (a) Find out an emerging industry in our country and then study its notable market conditions. Explain why you think that it is an emerging industry? Justify.
 - (b) Partex group is the market leader in the production and marketing of mineral water. What thing have made them market leader? Justify.
 - (c) If your business is being operate in a fragmented industry, what strategies would you adopt for the survival of your business.

Bangladesh Open University
 Programme: Commonwealth Executive MBA/MPA
 Semester: 232, Level: 3rd

Course Title: Public Policy

Submit by: October 30, 2026

Instructions for Assignment Submission



1. Assignments must be submitted on A4 size paper in own hand writing.
2. Filled in cover page must be used on the top of each assignment (For specimen cover page, see **page-5** of the Semester Calendar)
3. Assignments must be submitted to the **coordinator** of the study center you are attached with.
4. Spiral binding must be avoided. Instead, transparent folder or file cover or any other soft binding may be used.
5. Contact e-mail address & Cell Phone and Land Phone numbers must be written on the cover page clearly. If your e-mail address is not yet added to our e-mail list, please send a mail to mzraihaan@bou.ac.bd with subject "Add Me".
6. In the case of delayed submission, the School will not acknowledge the submission of the assignment(s) and will not be responsible for any damage or loss of the assignment(s).
7. If it is noticed that your assignment is copied from another student's assignment, your assignment will be cancelled automatically.

Assignment Marks Distribution	
Assignment -1	} 10
Assignment -2	} 10
Assignment -3	} 10

Questions

1. What is public policy? "A policy is public rather than private" – Do you agree with this statement? Justify your answer.
2. Is policy making simply decision-making or is there more to it? Explain.
3. Explain the main stages of the policy cycle.
4. Suppose the government identifies rising youth unemployment as a major national concern. Using the policy cycle, explain how this problem could be transformed into a public policy agenda.
5. A government announces a policy to reduce traffic congestion in Dhaka by improving public transportation. However, different stakeholder groups have conflicting interests. Analyse how political, economic, and social considerations could influence the formulation and implementation of this policy.

Bangladesh Open University

Programme: Commonwealth Executive MBA/MPA

Semester: 232, Level: 3rd

Course Title: Public Policy

Submit by: November 27, 2026

Questions

1. Mention the ways in which the judiciary and inter-governmental relations might impact upon public policy.
2. Explain the role and limitations of the permanent executive in policy-making with special reference to Bangladesh.
3. Bangladesh is highly exposed to climate-related risks. If the government develops a national policy for climate-resilient development, identify the major stakeholders and explain how their interests could affect the policy-making process.
4. Suppose the government wants to reform university curricula to reduce the gap between graduates' skills and labour-market requirements. Using the rational policy-making model, explain how the government could formulate such a policy.
5. Analyse and explain the role of the mass media in influencing policy.

Bangladesh Open University

Programme: Commonwealth Executive MBA/MPA

Semester: 232, Level: 3rd

Course Title: Public Policy

Submit by: January 08, 2027

Questions

1. Describe the rational policy-making model and explain its strengths and weaknesses as a model.
2. What are the differences among ethics, accountability and transparency?
3. Bangladesh has increasingly emphasized digital public services. Discuss how digitalization can improve the efficiency, transparency, accountability, and accessibility of public policy. What challenges may arise?
4. **Case Study: Urban Traffic Management Policy in Bangladesh**

Dhaka has experienced persistent traffic congestion as a result of rapid urbanization, population growth, increasing numbers of private vehicles, inadequate public transportation, road-space limitations, and weak coordination among relevant authorities. The problem has significant economic and social consequences. Long commuting times reduce productivity, increase transportation costs, contribute to air pollution, and affect people's quality of life.

Recognizing the seriousness of the problem, the government decides to introduce a National Urban Mobility Policy. The proposed policy includes several measures: improving public bus services, expanding mass-transit systems, introducing better traffic management, encouraging non-motorized transportation, improving pedestrian facilities, and strengthening coordination among national and local authorities.

However, the policy immediately generates different responses from stakeholders. Public transport operators argue that some proposed regulations could increase their operating costs. Private vehicle owners are concerned about possible restrictions on vehicle use. Environmental groups support measures that encourage public and non-motorized transportation. Urban planners argue that transport policy must be integrated with land-use planning. Local government representatives demand greater authority and financial resources to implement transportation measures.

The permanent executive also plays an important role. Government officials prepare policy documents, collect information, consult stakeholders, estimate costs, and advise political leaders. However, some officials argue that certain proposed measures may be difficult to implement because of institutional limitations and insufficient coordination among government agencies. Meanwhile, the mass media extensively reports on traffic

congestion. Television discussions, newspaper articles, and social media campaigns highlight citizens' experiences of long commuting times and demand immediate government action. As public attention increases, traffic management becomes an important issue on the government's policy agenda.

The government subsequently establishes an inter-ministerial committee to review the policy. The committee examines alternative solutions, considers economic and social costs, consults stakeholders, and recommends a phased implementation strategy. It also proposes publishing policy objectives, implementation progress, expenditure information, and evaluation reports to enhance transparency and accountability.

Questions:

- (a) Analyse the different stages involved in developing and implementing the National Urban Mobility Policy described in the case.
- (b) Identify the major stakeholders in the case and analyse how the permanent executive, mass media, local government, interest groups, and citizens could influence the policy-making process.
- (c) Assume that the government wants to select the most effective policy alternative. Explain how the rational policy-making model could be applied to this case. What practical limitations might policymakers face when applying the rational model?

Bangladesh Open University
 Programme: Commonwealth Executive MBA/MPA
 Semester: 232, Level: 3rd

Course Title: Project Management

Submit by: October 30, 2026

Instructions for Assignment Submission

	1. Assignments must be submitted on A4 size paper in own hand writing. 2. Filled in cover page must be used on the top of each assignment (For specimen cover page, see page-5 of the Semester Calendar) 3. Assignments must be submitted to the coordinator of the study center you are attached with. 4. Spiral binding must be avoided. Instead, transparent folder or file cover or any other soft binding may be used. 5. Contact e-mail address & Cell Phone and Land Phone numbers must be written on the cover page clearly. If your e-mail address is not yet added to our e-mail list, please send a mail to <u>mzraihaan@bou.ac.bd</u> with subject "Add Me". 6. In the case of delayed submission, the School will not acknowledge the submission of the assignment(s) and will not be responsible for any damage or loss of the assignment(s). 7. If it is noticed that your assignment is copied from another student's assignment, your assignment will be cancelled automatically.	Assignment Marks Distribution Assignment -1 } 10 Assignment -2 } 10 Assignment -3 } 10
---	---	---

Questions

The Dhaka study center of BOU plans to introduce a digital student-support service within one semester. The project will include an online enquiry form, a student information page, staff training, and a pilot launch. The center has a limited budget and must launch before the next semester begins. Based on this scenario, answer the following questions.

1. Define a project and explain four characteristics that distinguish this student-support initiative from routine operations.
2. Prepare a brief project life-cycle plan for this initiative. Identify the major stages and at least two activities under each stage.
3. Develop a simple project charter containing the project purpose, measurable objectives, scope, key deliverables, major stakeholders, estimated duration, budget assumption, and approval authority. State any assumptions you make.
4. Use a weighted scoring model to compare these two options: (i) build a basic in-house portal and (ii) subscribe to an existing student-support platform. Select at least three criteria, assign weights totaling 100%, score each option from 1–5, calculate weighted scores, and explain the result.

Bangladesh Open University

Programme: Commonwealth Executive MBA/MPA

Semester: 232, Level: 3rd

Course Title: Project Management

Submit by: November 27, 2026

Questions

Bangladesh Open University plans to introduce a Learning Management System (LMS) for course materials, announcements, assignment submission, and student feedback. The project includes selecting a platform, configuring the system, migrating course materials, training teachers and students, testing, and launching the service. The project manager must monitor both cost and progress. Based on this scenario, answer the following questions.

1. Explain the purpose of a project budget and discuss three techniques that may be used to estimate project costs.
2. Explain resource loading and resource levelling. Illustrate how each could be used to manage the workload of the LMS project team.
3. Identify four activities involved in project closeout and explain why formal handover and lessons learned are important.
4. Read the following case carefully and answer the questions that follow:

Performance Evaluation of Management Training Program

The Mohawk Discount Store was designing a management training program for individuals at its corporate headquarters with total budget of Tk. 3, 50,000. The company wants to design a program so that trainees can complete it as quickly as possible. Important precedence relationships must be maintained between assignments or activities in the program. For example, a trainee cannot serve as an assistant to the store manager until the employee has obtained experience in the credit department and at least one sales department. The following activities are the assignments that must be completed by each program trainee within approved budget. To construct the project network for this problem considering the following schedule.

Activity	1-2	1-3	2-3	2-4	3-4	4-3
Duration (weeks)	20	25	10	12	6	10
Planned Value	80,000	50,000	50,000	20,000	50,000	100,000

Suppose today, after 36 weeks the company wants to see the performance of this program. The percentage of work actually completed that was scheduled to be done by now is 78% and the actual cost of work performed to date according to activity is as:

Activity	1-2	1-3	2-3	2-4	3-4	4-3
Actual Cost	70,000	35,000	35,000	10,000	35,000	-

Required:

- (a) Draw the network for the project and find the minimum time that need to complete the program.
- (b) Calculate the (i). Earned Value; (ii). Cost variance; (iii). Scheduled variance; (iv). Cost performance index; (v). Schedule performance index; (vi). Estimated cost at completion; (vii). Estimated time to complete; (viii). Based on the previous results comment about the performance of the project.

Bangladesh Open University**Programme: Commonwealth Executive MBA/MPA****Semester: 232, Level: 3rd****Course Title: Project Management****Submit by: January 08, 2027****Questions**

1. Define the following terms considering internet and other books besides your text book to develop your concept in project management: Activity; Task; Network Diagrams; GANTT Charts; AOA; AON; Dummy Activity; Critical Path; Slack Time; Crash Time; Early Start; Early Finish; Late Start; Late Finish; Forward Pass; Backward Pass.
2. Read the following case carefully and answer the questions that follow:

Dhaka Elevated Expressway, Bangladesh

A major urban transport project in Dhaka was developed with strict requirements for budget, construction time, and traffic capacity. The project was expected to improve traffic movement and reduce travel time for commuters. However, after opening, several challenges emerged, including traffic bottlenecks at entry and exit points, operational limitations, maintenance requirements, and higher-than-expected demand on some sections.

The project had to balance construction costs and completion deadlines with long-term requirements such as traffic growth, maintenance, safety, technology, and operational reliability. If project managers focus mainly on completing the project within the approved budget and schedule, they may overlook risks that become significant after the project is operational.

A comprehensive managerial risk analysis could have considered future traffic growth, system capacity, maintenance costs, emergency response, and operational risks. Such analysis might have encouraged additional investment in capacity, technology, safety systems, and maintenance arrangements, even if these increased the initial project cost.

- (a) When the project was completed, would you consider it a success or failure? Why?
- (b) Which risk management sub-process could have identified the risks associated with future traffic growth and operational capacity?
- (c) What type of risk analysis approach would be most appropriate for evaluating the project's long-term operational risks?
- (d) How can a project manager avoid achieving short-term success in terms of budget and schedule while experiencing long-term problems?

Course Title: International Marketing

Submit by: October 30, 2026

Instructions for Assignment Submission

 1. Assignments must be submitted on A4 size paper in own hand writing. 2. Filled in cover page must be used on the top of each assignment (For specimen cover page, see page-5 of the Semester Calendar) 3. Assignments must be submitted to the coordinator of the study center you are attached with. 4. Spiral binding must be avoided. Instead, transparent folder or file cover or any other soft binding may be used. 5. Contact e-mail address & Cell Phone and Land Phone numbers must be written on the cover page clearly. If your e-mail address is not yet added to our e-mail list, please send a mail to mzraihaan@bou.ac.bd with subject "Add Me". 6. In the case of delayed submission, the School will not acknowledge the submission of the assignment(s) and will not be responsible for any damage or loss of the assignment(s). 7. If it is noticed that your assignment is copied from another student's assignment, your assignment will be cancelled automatically.	<table> <thead> <tr> <th colspan="2">Assignment Marks Distribution</th></tr> </thead> <tbody> <tr> <td>Assignment -1</td><td>10</td></tr> <tr> <td>Assignment -2</td><td>10</td></tr> <tr> <td>Assignment -3</td><td>10</td></tr> </tbody> </table>	Assignment Marks Distribution		Assignment -1	10	Assignment -2	10	Assignment -3	10
Assignment Marks Distribution									
Assignment -1	10								
Assignment -2	10								
Assignment -3	10								

Questions

- (a) The term international marketing is often confused with global marketing. Are these two terms essentially the same? Justify your answer by bringing into focus the scope of their operations.
 - (b) Describe how the concept of the EPRG (Ethnocentric, Polycentric, Regiocentric and Geocentric) framework explains different approaches to international marketing and affects the way marketers deploy differential strategies.
 - (c) Himalaya Neem face wash in India gained wide popularity in Bangladesh. Inspired by Himalaya's success, you (a small entrepreneur working with Jute items) also want to sell your locally weaved Jute rugs in the USA. What marketing approach will you implement, and how?
- (a) Identify and briefly describe some of the forces that have resulted in increased global integration and the growing importance of Global Marketing.
 - (b) Explain the differences between market capitalism, centrally-planned capitalism, centrally-planned socialism, and market socialism. Give an example of a country that illustrates each type of system.

3.
 - (a) Explain how the various facets of the environment affect the decision-making process for any firm to go global.
 - (b) Describe the entry modes and strategies for entering into an international market.
4.
 - (a) How does Unilever Global segment the market for its international shampoo brand Sunsilk?
 - (b) Explain the major methods of market segmentation: demographic, behavioral, usage, needs-based, and psychographic segmentation, and illustrate each method with suitable examples.
 - (c) Explain and analyze the basic steps of the global market research process, from defining the research problem to interpreting and reporting the findings.

Bangladesh Open University**Programme: Commonwealth Executive MBA/MPA****Semester: 232, Level: 3rd****Course Title: International Marketing****Submit by: November 27, 2026****Questions**

1.
 - (a) How does global marketing differ from international marketing?
 - (b) Discuss the various forms of government seen across the globe and enumerate the different political climates and vulnerabilities that firms have to undergo while executing their businesses in the international environment.
 - (c) Identify the numerous political and legal risks faced by firms participating in international business. Discuss the measures they might utilise to overcome such problems.
2.
 - (a) Briefly describe some of the differences between the legal environment of a country that embraces common law and one that observes civil law.
 - (b) How does Foreign Direct Investment affect the economic policy of a country? What forms can FDI take?
3.
 - (a) When do companies move from exporting or licensing to investing?
 - (b) Distinguish between Product adaptation and product standardization.
 - (c) What are the different modes of information acquisition? Which is the most important mode for gathering strategic information?
4.
 - (a) Explain the sources of competitive advantage.
 - (b) Describe the context of organisational development and how modern organisations are coping with the process part of the same.
 - (c) Describe and apply the steps required in managing multinational organisations.

Bangladesh Open University**Programme: Commonwealth Executive MBA/MPA****Semester: 232, Level: 3rd****Course Title: International Marketing****Submit by: January 08, 2027****Questions**

In mid 1950s, fast food franchising was still in its infancy when Harland Sanders began his cross-country travels to market “Colonel Sanders’ Recipe Kentucky Fried Chicken.” He had developed a secret chicken recipe with eleven herbs and spices. By 1963, the number of KFC franchises had crossed 300. Colonel Sanders, at 74 years of age was tired of running the daily operations and sold the business in 1964 to two Louisville businessmen — Jack Massey and John Young Brown, Jr. — for \$2 million. Brown, who later became the governor of Kentucky, was named president, and Massey was named chairman. Colonel Sanders stayed in a public relations capacity.

In 1966, Massey and Brown made KFC public, and the company was enlisted on New York Stock Exchange. During late 1960s, Massey and Brown turned their attention to international markets and signed a joint venture with Mitsuoishi Shoji Kaisha Ltd. in Japan. Subsidiaries were also established in Great Britain, Hong Kong, South Africa, Australia, New Zealand, and Mexico. In the late 1970s, Brown’s desire to seek a political career led him to seek a buyer for KFC. Soon after, KFC merged with Heublein, Inc., a producer of alcoholic beverages with little restaurant experience and conflicts quickly arose between the Heublein management and Colonel Sanders, who was quite concerned about the quality control issues in restaurant cleanliness. In 1977, Heublein sent in a new management team to redirect KFC’s strategy. New unit construction was discontinued until existing restaurants could be upgraded and operating problems eliminated. The overhaul emphasized cleanliness, service, profitability, and product consistency. By 1982, KFC was again aggressively building new restaurant units. In October 1986, KFC was sold to PepsiCo. PepsiCo created one of the largest consumer companies in the United States. Marketing fast food complemented PepsiCo’s consumer product orientation and followed much the same pattern as marketing soft drinks and snack foods. Pepsi soft drinks and fast-food products could be marketed together in the same restaurants.

The Kentucky Fried Chicken acquisition gave PepsiCo the leading market share in three of the four largest and fastest growing segments in the U.S., quick-service industry. By the end of 1995, Pizza Hut held 28 percent share of \$18.5 billion, U.S pizza segment. Taco Bell held 75 per cent of \$5.7 billion Mexican food segment, and KFC held 49 per cent of the \$7.7 billion, U.S chicken fast food segment.

Japan, Australia, and United Kingdom accounted for the greatest share of the KFC's international expansion during the 1970s and 1980s. During the 1990s, other markets became attractive. China with a population of over 1 billion, Europe and Latin America offered expansion opportunities. By 1996, KFC had established 158 company-owned restaurants and franchises in Mexico. In addition to Mexico, KFC was operating 220 restaurants in the Caribbean, and in the Central and South America.

Soon after KFC entered India, it was greeted with protests of farmers, customers, doctors, and environmentalists. KFC had initially planned to set up 30 restaurants by 1998, but was not able to do so because its revenues did not pick. In early 1998, KFC began to investigate the whole issue more closely. The findings revealed that KFC was perceived as a restaurant serving only chicken. Indian families wanted more variety, and the impression that KFC served only one item failed to enhance its appeal. Moreover, KFC was also believed to be expensive. KFC's failure was also attributed to certain drawbacks in the message it sent out to consumers about its positioning. It wanted to position itself as a family restaurant and not as a teenage hangout. According to analysts, the 'family restaurant' positioning did not come out clearly in its communications. Almost all consumers saw it as a fast-food joint specializing in a chicken recipe.

KFC tried to revamp its menu in India. Cole Slaw was replaced with green fresh salads. A fierier burger called Zinger Burger was also introduced. During the Navaratri festival, KFC offered a new range of nine vegetarian products, which included Paneer burgers. Earlier, KFC offered only individual meals, but now the offerings include six individual meals, two meal combos for two people, and one family meal in the non-vegetarian category. For vegetarians, there are three meal combos for individuals, and meals for couples, and for families.

Questions for Discussion

- (a) Identify the key factors that have contributed to KFC's success as a global business.
- (b) Explain the importance of cultural factors in KFC's sales success in India and China, with suitable examples.
- (c) Analyze the major cultural factors in India that may conflict with KFC's original fried-chicken offering.
- (d) Discuss how KFC can adapt its products and marketing strategies to meet the cultural preferences of consumers in different international markets, with particular reference to Bangladesh.

Bangladesh Open University
 Programme: Commonwealth Executive MBA/MPA
 Semester: 232, Level: 3rd

Course Title: Disaster Management

Submit by: October 30, 2026

Instructions for Assignment Submission

	1. Assignments must be submitted on A4 size paper in own hand writing. 2. Filled in cover page must be used on the top of each assignment (For specimen cover page, see page-5 of the Semester Calendar) 3. Assignments must be submitted to the coordinator of the study center you are attached with. 4. Spiral binding must be avoided. Instead, transparent folder or file cover or any other soft binding may be used. 5. Contact e-mail address & Cell Phone and Land Phone numbers must be written on the cover page clearly. If your e-mail address is not yet added to our e-mail list, please send a mail to <u>mzraihaan@bou.ac.bd</u> with subject "Add Me". 6. In the case of delayed submission, the School will not acknowledge the submission of the assignment(s) and will not be responsible for any damage or loss of the assignment(s). 7. If it is noticed that your assignment is copied from another student's assignment, your assignment will be cancelled automatically.	<table><tr><th colspan="2">Assignment Marks Distribution</th></tr><tr><td>Assignment -1</td><td>10</td></tr><tr><td>Assignment -2</td><td>10</td></tr><tr><td>Assignment -3</td><td>10</td></tr></table>	Assignment Marks Distribution		Assignment -1	10	Assignment -2	10	Assignment -3	10
Assignment Marks Distribution										
Assignment -1	10									
Assignment -2	10									
Assignment -3	10									

Questions

1. A coastal community has experienced increasingly frequent cyclones and flooding in recent years. Rapid urbanization, deforestation, climate change, and poor drainage systems have made the situation worse. However, communities with strong early-warning systems, disaster preparedness, and social cooperation have suffered fewer losses.
 - (a) What is meant by a disaster?
 - (b) Explain three major reasons why disasters are increasing around the world.
 - (c) Identify the factors that have made the coastal community more vulnerable to disasters.
 - (d) Discuss how community preparedness, social cooperation, and early-warning systems can make a community more resilient.
2. "Disasters are not caused only by natural hazards; the vulnerability of people and communities determines the extent of their impacts." Discuss this statement by explaining three reasons for the increasing occurrence/impact of disasters and analyzing the social, economic, environmental, physical, and institutional factors that influence community vulnerability and resilience.

3. A weather research center uses satellites, weather radars, seismographs, ocean sensors, and historical data to monitor potentially dangerous natural events. The information is analyzed to issue early warnings to people living in risk-prone areas.
 - (a) What is meant by a natural hazard?
 - (b) Explain how natural hazards can be predicted.
 - (c) Discuss the major technologies and methods used to predict different types of natural hazards, with suitable examples.
 - (d) Analyse how effective prediction and early-warning systems can reduce the loss of life and property during natural disasters.
4. Imagine that it is a Tuesday morning and your company is in full operation. Suddenly, the fire alarm starts ringing, and smoke is detected on another floor. Employees must evacuate the building immediately, but they have only a few minutes to leave safely.
 - (a) What is meant by an emergency evacuation?
 - (b) What essential items should you take with you during a workplace fire emergency? Explain.
 - (c) Describe the appropriate actions employees should take after hearing the fire alarm.
 - (d) Evaluate how an effective emergency preparedness and evacuation plan can reduce injuries, deaths, and property damage.
5.
 - (a) A manufacturing company is located in an area frequently affected by floods and cyclones. The management decides to identify possible hazards, assess their likelihood and potential impacts, develop preventive measures, and regularly review its disaster preparedness plan. Analyse how effective risk management can reduce the potential impacts of disasters on the company.
 - (b) Two communities are exposed to the same cyclone. Community A has strong houses, good healthcare facilities, effective early-warning systems, and adequate financial resources. Community B has poorly constructed houses, widespread poverty, limited access to information, and inadequate emergency services. As a result, Community B suffers much greater losses. Suggest measures that Community B could adopt to reduce its vulnerability to future disasters.

Bangladesh Open University

Programme: Commonwealth Executive MBA/MPA

Semester: 232, Level: 3rd

Course Title: Disaster Management

Submit by: November 27, 2026

Questions

1. A municipality is preparing a disaster mitigation plan for a flood-prone area. Local government officials, engineers, community leaders, NGOs, businesses, and residents have been invited to participate in the planning process.
 - (a) What is a disaster mitigation plan?
 - (b) Describe the major steps involved in developing a disaster mitigation plan.
 - (c) Explain the role of different stakeholders in the planning process.
 - (d) Evaluate why stakeholder participation is essential for the successful implementation of a disaster mitigation plan.
2. A severe cyclone is approaching a coastal region of Bangladesh. Government agencies, local authorities, NGOs, volunteers, and emergency services must coordinate their activities to protect affected communities and provide essential services during and after the event.
 - (a) What is meant by emergency response?
 - (b) Explain the major components of an effective disaster response system.
 - (c) Discuss the roles of government agencies, NGOs, volunteers, and emergency services during a disaster.
 - (d) Evaluate how effective coordination among different organizations can reduce casualties, suffering, and economic losses during a disaster.
3.
 - (a) What are the key steps involved in preparing a Disaster Mitigation Plan aimed at prevention?
 - (b) How do land-use planning and building codes contribute to physical planning for disaster resistance?
 - (c) In what ways can disaster mitigation measures be integrated into the various stages of a development plan?
4.
 - (a) How do training requirements vary across different target groups involved in disaster management?
 - (b) List three national and international institutions that provide training in disaster management.
 - (c) Explain the significance of capacity building in disaster risk reduction. How can training needs be systematically identified to address specific vulnerabilities?
5.
 - (a) Assume that your company has had a fire. The fire has been major but the building is not destroyed. What services and costs would you want to have covered by insurance? What tasks would need to be completed before you could return to your building?
 - (b) Describe the need for and application of computer technology in emergency management.

Bangladesh Open University**Programme: Commonwealth Executive MBA/MPA****Semester: 232, Level: 3rd****Course Title: Disaster Management****Submit by: January 08, 2027****Questions**

Read the following passage and answer the questions that follow:

Case Study: Disaster Management in Bangladesh – The 2024 Flood Experience**Background**

Bangladesh is highly vulnerable to floods because of its extensive river network, low-lying geographical features, heavy monsoon rainfall, and upstream water flows. In August 2024, severe flooding affected several districts in the eastern and southeastern parts of the country, including Feni, Cumilla, Noakhali, Lakshmipur, and Chattogram.

The floods inundated large areas, damaging houses, roads, agricultural land, educational institutions, and other infrastructure. Many people were forced to leave their homes and take shelter in schools, community facilities, and designated shelters. Access to food, safe drinking water, sanitation, healthcare, and electricity became difficult in many affected areas.

Disaster Management Measures

Government agencies, the Bangladesh Army, local administrations, NGOs, student groups, and community volunteers participated in rescue and relief operations. Boats were used to evacuate stranded people, while emergency food, drinking water, medicines, and other relief materials were distributed among affected communities.

Early warnings and information were disseminated through television, radio, mobile phones, social media, and local networks. However, poor communication in some areas, damaged roads and bridges, inadequate rescue equipment, difficulties in reaching isolated communities, and shortages of relief materials created significant challenges.

The disaster also highlighted the importance of community participation, flood-resistant infrastructure, effective early-warning systems, coordinated rescue operations, and long-term flood-risk reduction.

Questions:

- (a) Identify the major factors that contributed to the severity of the 2024 floods in Bangladesh.
- (b) Analyse the major challenges faced by government agencies and other organizations in responding to the flood.
- (c) Evaluate the role of community participation and voluntary organizations in rescue and relief operations during the flood.
- (d) How can early-warning systems and modern communication technologies improve flood preparedness and emergency response in Bangladesh?
- (e) Recommend appropriate short-term and long-term measures for reducing the impacts of future floods in Bangladesh.

Course Title: Policy Analysis and Implementation

Submit by: October 30, 2026

Instructions for Assignment Submission

	Assignment Marks Distribution						
1. Assignments must be submitted on A4 size paper in own hand writing. 2. Filled in cover page must be used on the top of each assignment (For specimen cover page, see page-5 of the Semester Calendar) 3. Assignments must be submitted to the coordinator of the study center you are attached with. 4. Spiral binding must be avoided. Instead, transparent folder or file cover or any other soft binding may be used. 5. Contact e-mail address & Cell Phone and Land Phone numbers must be written on the cover page clearly. If your e-mail address is not yet added to our e-mail list, please send a mail to mzraihaan@bou.ac.bd with subject "Add Me". 6. In the case of delayed submission, the School will not acknowledge the submission of the assignment(s) and will not be responsible for any damage or loss of the assignment(s). 7. If it is noticed that your assignment is copied from another student's assignment, your assignment will be cancelled automatically.	<table border="1"> <tr> <td>Assignment -1</td> <td>10</td> </tr> <tr> <td>Assignment -2</td> <td>10</td> </tr> <tr> <td>Assignment -3</td> <td>10</td> </tr> </table>	Assignment -1	10	Assignment -2	10	Assignment -3	10
Assignment -1	10						
Assignment -2	10						
Assignment -3	10						

Questions

1. What is public policy implementation? Explain the policy analysis framework and the steps in the policy development process.
2. How is policy different from planning and strategy? Discuss in different dimensions.
3. To understand the complexity of the surrounding environment and identify patterns for interpreting information, three types of philosophical models are commonly used. Explain each type of model with a relevant example.
4. (a) Discuss the various institutions that are involved in policy formulation processes in Bangladesh. To what extent are the powers of the executive branch of government checked in the formulation process?
 (b) Identify the four main types of issues and describe their impact on the policy development process.
 (c) Discuss the 'eightfold path to policy-making'.

Bangladesh Open University**Programme: Commonwealth Executive MBA/MPA****Semester: 232, Level: 3rd****Course Title: Policy Analysis and Implementation****Submit by: November 27, 2026****Questions**

1. (a) How would you determine whether a particular source of information on policy issues is reliable or not? What would you look for that distinguishes a solid professional analysis of an issue from one that is weaker or biased?
(b) How can the innovation and diffusion models be a useful approach for resolving social and economic policy problems in a democratic country?
2. Consider a country(i.e., the United States of America) facing increasing levels of unauthorized immigration. Explain how you would define and analyze the immigration problem. Identify the types and sources of evidence that could be used to develop an appropriate policy response.
3. (a) Describe the three types of policy analysis models and explain how each works.
(b) Should policy analysts try to deal with the fundamental causes of social problems such as crime or poverty, or aim for a more pragmatic and limited approach that may be more realistic and more politically acceptable? Why do you think so?
(c) The United Nations, the World Bank, IMF and several other international organizations have adopted a mandate called agenda-setting for development. What are the premises of this assistance for development? Why are these assistance projects successful in some parts of the world and less successful in others?

Bangladesh Open University**Programme: Commonwealth Executive MBA/MPA****Semester: 232, Level: 3rd****Course Title: Policy Analysis and Implementation****Submit by: January 08, 2027****Questions**

1. Which of the many evaluation criteria are most important? Economic costs or efficiency? Policy effectiveness? Equity? Why do you think so? Are some criteria more important for certain kinds of policy questions than others?
2. What are the most important factors to consider in conducting a political feasibility analysis? Take a specific example, such as raising fuel taxes to reduce reliance on imported oil, cutting mandatory prison sentences to lower the cost of keeping non-violent offenders in prison, or capping student tuition payments to permit greater access to higher education.
3. The following write-up is the introductory part of a research article. Read it and answer the questions below:

Policy Implementation: Health Care in Bangladesh

Health care is indispensable for increasing the productivity of human beings. To sustain a healthy nation, various governments all over the world have incorporated health budgets in their expenditures through enabling policies. American came with their first health policy in 1854, Britain in 1948, Germany in 1880, France in 1880, China in 1949, while Japan in 1927, respectively (Wikipedia, 2017). However, in Bangladesh, it was introduced in 2000 and redefined the policy in 2011 (Ministry of Health and Family Welfare, 2012). The international community through WHO has also been very concern about the state of health worldwide, many conferences, agreement have been held resulting in member national adoption through policies; example; The Alma Ata Declaration (1978), The World Summit for Children (1990), International Conference on Population and Development (1994), Beijing Women's Conference (1995), World Health Summit held annually in Berlin, German, international, classification of functioning, disability and health, the international classification of health intervention, .international code of marketing of breast-milk (1981), framework convention on tobacco control (2003), global code practice on the international recruitment of health personnel (2010). The notion of coming up with relevant policies on health among governments has been embraced and instituted; however, the problem of policy implementation performance has been one of the serious handicaps in various government more so developing countries. The magnitude of how health policy implementation performance is taking route at the national level is a very important

issue as far as world population levels in relation to the future workforce is concerned. This is supported by the way how countries have been affected by various world killer diseases such as HIV/AIDS, cancer, tuberculosis, malaria, heart disease etc. this coupled by poverty and aging population, health policy implementation is seen to be vital for sustained development. To date, the world population is at 7.5 billion (United Nations, 2017). Those suffering from cancer 1.6 million die every year, 35 million people are infected with HIV/AIDS, about 900 thousand people lost their lives in Tuberculosis in every year, 6.7 million dies for stroke, 7.4 million dies for heart diseases, 1.5 million people die every year for diabetic related causes and the aged are 8.5% and those below the age of 0-14 are 26.11% (WHO, 2016). All these cohorts require properly implementation of health policy by the respective government. However, it is noteworthy that not all countries over the world have the same factors affecting health policy implementation. This study was concerning to examine the situation of primary health care at the sub-district level in Bangladesh. Generally, the country has a population of 158.9 million and maternal mortality and child mortality rate were 1.7 and 33 in per thousand live birth respectively, total fertility rate was 2.11 and ageing rate was 6% etc. (NIPORT & Associates, BDHS, 2014 & BBS, 2016) and there is also growing concern regarding plateauing of the total fertility level (TFR), aging, adolescent reproductive health, maternal health, threat of HIV/AIDS/STD, child health, morbidity, nutrition, early pregnancy, unwanted pregnancy, unmet contraceptive needs, health hazard due to climate change. This has been majorly experienced in the United Kingdom, the United States of America, France, Canada, Japan, Malaysia, and Thailand. However, in Bangladesh, this can only be achieved if factors affecting policy implementation performance is known and the rate of their effectiveness is determined. The study was intended to find out the influencing factors affecting implementation performance in primary health care and perceived the level of implementation performance by the sub-districts level health administrators Upazila Health and Family Planning Officers (UH & FPOs) in primary health care facilities in Bangladesh.

Questions:

- (a) What are the policy implementation status in health care in Bangladesh?
- (b) What are the influencing factors that affect policy implementation performance in primary health care?

Course Title: Research Methods

Submit by: October 30, 2026

Instructions for Assignment Submission

 1. Assignments must be submitted on A4 size paper in own hand writing. 2. Filled in cover page must be used on the top of each assignment (For specimen cover page, see page-5 of the Semester Calendar) 3. Assignments must be submitted to the coordinator of the study center you are attached with. 4. Spiral binding must be avoided. Instead, transparent folder or file cover or any other soft binding may be used. 5. Contact e-mail address & Cell Phone and Land Phone numbers must be written on the cover page clearly. If your e-mail address is not yet added to our e-mail list, please send a mail to mzraihan@bou.ac.bd with subject "Add Me". 6. In the case of delayed submission, the School will not acknowledge the submission of the assignment(s) and will not be responsible for any damage or loss of the assignment(s). 7. If it is noticed that your assignment is copied from another student's assignment, your assignment will be cancelled automatically.	<table> <tr> <th colspan="2">Assignment Marks Distribution</th></tr> <tr> <td>Assignment -1</td><td>10</td></tr> <tr> <td>Assignment -2</td><td>10</td></tr> <tr> <td>Assignment -3</td><td>10</td></tr> </table>	Assignment Marks Distribution		Assignment -1	10	Assignment -2	10	Assignment -3	10
Assignment Marks Distribution									
Assignment -1	10								
Assignment -2	10								
Assignment -3	10								

Questions

1. (a) A researcher may collect extensive data yet fail to produce meaningful findings if the research problem and objectives are poorly defined. Critically analyze this argument and explain how a clearly formulated research problem guides the selection of research strategy, data collection methods, and analysis. Support your discussion with suitable examples.
- (b) A Multinational company dealing in pesticides hires a qualified business management graduate to expand its marketing activities. Most of the company's current employees are qualified chemists with a science background. During their first review meeting, the management graduate says that the "company should be involved in market research to get a better perspective of the problem at hand". On hearing this, one of the science graduates laughs and says, "There is no such thing as marketing or business research; research is combined with science alone." What would be your response? Explain.
- (c) What are the basic differences between qualitative and quantitative research? Give a few examples of research problems where "observation" could be a better option than "survey" for data collection.

2. (a) Consider any research problem of interest to you. Structure it in terms of an appropriate hypothesis to be tested. Also mention the possible errors and recommendations associated with your hypothesis. Illustrate your answer with the help of a suitable example.
- (b) A local supermarket is facing declining unit sales and very low profits. Management is considering extending business hours to improve performance. How would you structure a research problem to help management decide whether extending business hours is appropriate? Include:
- (i) The relevant research question.
 - (ii) Possible alternative answers.
 - (iii) The units of analysis and key characteristics to be studied.
3. (a) What is sampling design, and what key factors should be considered when developing a sampling design to study the problems and experiences of domestic airline passengers?
- (b) A city ward has 3,000 registered voters. To check the accuracy of their recorded ages, researchers randomly selected 300 voters and found that 51 had incorrect age records. Based on this sample, estimate:
- The proportion of voters with incorrect age records.
 - The standard error of the estimated proportion when sampling is done:
- (i) With replacement
 - (ii) Without replacement.
4. (a) What is a research proposal? Why is it important in the research process? State the different components of a research proposal.
- (b) A good theoretical framework aids in forming a research hypothesis. What do you understand by a research hypothesis that is derived from a good framework? Name the different ways in which a hypothesis can be stated. Illustrate your answer with suitable examples.

Bangladesh Open University

Programme: Commonwealth Executive MBA/MPA

Semester: 232, Level: 3rd

Course Title: Research Methods

Submit by: November 27, 2026

Questions

1. (a) Imagine you have collected a large amount of raw data for a research project. How would editing, coding, classification, tabulation, and presentation transform this raw data into meaningful information? Briefly explain the importance of each step.
- (b) A researcher wants to understand how people from different religious groups perceive their own religious practices. The total population is 10,000, consisting of 6,000 Hindus, 2,000 Muslims, 1,000 Christians, 500 Sikhs, and 500 Jains. If a total sample of 200 people is required, how many respondents should be selected from each religious group using proportionate stratified sampling?
2. (a) A business school at a particular university has 25 full-time faculty. The following table shows the number of faculty grouped by years of teaching experience.

Years of Teaching Experience	Number of Faculty
5 to under 10	11
10 to under 15	7
15 to under 20	5
20 to under 25	2

What is the approximate standard deviation for years of teaching experience for this population?

- (b) A researcher collects survey data on customer satisfaction. Some variables are normally distributed, while others are measured using rankings and do not meet the assumptions of normality. As a research analyst, how would you distinguish between parametric and nonparametric tests? Why might nonparametric tests be important in analyzing this type of data?
- (c) Suppose we want to compare the mean lifetimes of two kinds of 9-volt batteries based on the following lifetimes (in hours)

Brand A	6.9, 11.2, 14.0, 13.2, 9.1, 13.9, 16.1, 9.3, 2.4, 6.4, 18.0, 11.5
Brand B	15.5, 11.1, 16.0, 15.8, 18.2, 13.7, 18.3, 9.0, 17.2, 17.8, 13.0, 15.1

Using the Mann-Whitney U test, test the hypothesis that there is no difference in the mean lifetime of the two kinds of batteries. You may choose a 5 per cent level of significance.

- (d) A fast-food company in Bangladesh wants to determine the average number of times that fast-food customers visit fast-food restaurants per week. They have decided that their estimate needs to be accurate within plus or minus one-tenth of a visit, and they want to be 95% sure that their estimate does not differ from the true number of visits by more than one-tenth of a visit. Previous research has shown that the standard deviation is 0.7 visits.
- What is the required sample size?
 - How many more samples will be required if the company wants to be 99% confident in the estimation with the same level of precision and standard deviation?
 - What is the sample size requirement if the company wants the estimation within plus or minus one-eighth of a visit with a 95% level of confidence?
3. (a) As the head of the computer division, you receive completed questionnaires from a household survey on food consumption patterns in Chittagong. Before entering and analyzing the data, what key aspects would you check during the editing process to ensure the data are complete, accurate, consistent, and ready for analysis?
- (b) Define the population and Sampling unit for selecting a simple random sample in each of the following cases.
- Fifty voters of a constituency.
 - Twenty-five stocks from the Dhaka Stock Exchange.
 - Twenty students enrolled in University 'I'
 - One hundred depositors of a branch of a bank.
4. Suppose that a researcher is interested in consumers' attitudes toward the nutritional diet of a ready-to-eat cereal.

X_1 : the amount of protein per standard serving

In the nature of a pretest, the researcher obtains consumers' interval-scaled evaluation of the ten concept descriptions, on a preference rating scale ranging from 1, dislike extremely, up to 9, like extremely well. The data is given below:

Rater	Preference rating (Y)	Protein X_1	$\sum Y = 43 \bar{Y} = 4.3$ $\sum X_i = 43 \bar{X}_1 = 4.3 \quad \sum YX_i = 247$ $\sum X \frac{2}{1} = 255$
1	3	4	
2	7	9	
3	2	3	
4	1	1	
5	6	3	
6	2	4	
7	8	7	
8	3	3	
9	9	8	
10	2	1	

- Fit a linear regression model of Y on X_1 .
- Test the validity of the equation statistically.
- What do you think of the strength of association?

5. Imagine that you have completed a research study and are required to present its findings before an academic audience. Design a brief presentation strategy by identifying the essential components of your research report and critically explaining how tools such as multimedia presentations, data visualization, interactive dashboards, and online platforms can enhance the communication of your findings.

Bangladesh Open University

Programme: Commonwealth Executive MBA/MPA

Semester: 232, Level: 3rd

Course Title: Research Methods

Submit by: January 08, 2027

Questions

1. A social scientist conducts a survey to examine public opinion regarding a proposed increase in the number of police patrols in a particular locality. Twenty-five consecutive persons are interviewed, and each respondent is classified as for (F) or Against (A) the proposal. Their responses are recorded in the following sequence:

F, F, F, F, F, F, A, F, F, F, F, F, A, F, F, F, F, A, A, F, F, F, F, F, F

The researcher wants to determine whether the sequence of responses reflects a random pattern or whether there is evidence of systematic clustering of opinions.

As a researcher, formulate and test the appropriate hypothesis to determine whether the observed arrangement of F and A responses may be regarded as random at the 5% level of significance. Interpret the statistical finding in the context of the survey.

[Use an appropriate test of randomness/runs test and clearly state the null and alternative hypotheses, test statistic, decision rule, and conclusion.]

2. In a farm experiment, two different treatments, A and B, were applied to four and five randomly selected plots, respectively. The yield from these plots is given below. Use an appropriate test to conclude that the two treatments do not affect the yield significantly.

Treatment A: 17, 12, 16, 10

Treatment B: 15, 8, 14, 9, 13

3. If you were a business analyst asked to predict an industry's future sales, how would you use multiple regression to make the forecast, and what limitations or risks would you consider before relying on the results?
4. Imagine you are a data analyst trying to predict a customer's spending amount versus deciding which customer group they belong to. How would you explain the key differences between regression analysis and discriminant analysis in terms of their purpose, dependent variable, and applications?
5. Imagine a researcher is studying how income, education, age, lifestyle, and buying behavior interact at the same time. How does the statement—"Multivariate techniques focus on the structure of simultaneous relationships among three or more phenomena"—help explain the purpose and importance of multivariate analysis? Discuss with suitable examples.

6. Describe a strike or any other serious incident that has recently occurred in your organisation, and check whether your description answers all the questions indicated under descriptive reporting.

7. Case: Improving a Business Research Report

A company has prepared a research report, but management feels that its structure, presentation, and overall quality need improvement before publication.

As a research consultant, critically examine the report and recommend improvements in the following areas:

1. Cover and title page
2. Introductory sections and table of contents
3. Headings and their sequence
4. Executive summary
5. Quotations, footnotes, and references
6. Exhibits, tables, and figures
7. Appendices
8. Bibliography
9. Copyediting and proofreading

How would you revise the report to make it clear, professional, and research-ready?