

শুন্ অৰ বিজ্ঞেয়
Bangladesh Open University
MBA Program
Semester: 221; Level: 1st

Course Title: Principles of Management

Submit by February 07, 2025

Instructions for Assignment Submission

1. Answer all questions in your own handwriting on A4 size white paper.
2. Fill-in the cover page (see page#6 of Academic Calendar) of your assignment with care.
3. Submit the assignment to the study centre coordinator or his/her delegate and ensure his/her signature on your Assignment Acknowledgement Form (see page#7 of Academic Calendar).
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8. Join the WhatsApp group (<https://chat.whatsapp.com/Fo4iDpvo2fXGiPB00ZEYLv>) if you haven't yet joined.

Questions

1. "Management is an art struggling to become a science". Explain.
2. "Education can help improve the skill of a manager but experience has no alternative." Do you agree with the view? Discuss.
3. Define scientific management. Discuss the background and importance of scientific management.
4. What concepts are to be appreciated for a better understanding of strategic planning. How can you ensure effective implementation of strategy?

Bangladesh Open University
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Submit by March 21, 2025

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Questions

1. Discuss the stages of the MBO process. Why is MBO process called MBO cycle?
2. What do you mean by effective span? Briefly discuss the factors determining an effective span.
3. What is leadership? Explain in brief the managerial grid of leadership.
4. Case study:

OLYMPIC TOY COMPANY

"I expect all the managers in my department to act completely rationally in every decision they make", declared Eleanor Johnson, Vice President for marketing for the Olympic Toy Company. "Every one of us, no matter what his or her position, is hired to be a professional rationalist, and I expect all of us not only to know what they are doing and why but to be right in their decisions. I know that someone has said that a good manager needs only to be right in more than half of his or her decisions. But that is not good enough for me. I would agree that you may be excused for occasionally making a mistake, especially if it is a matter beyond your control, but I can never excuse you for not acting rationally."

"I agree with your idea, Eleanor", said Jill Goldberg, her advertising manager, "and I always try to be rational and logical in my decisions. But would you mind helping me be sure of this by explaining just what 'acting rationally' is?"

Questions

- (a) Explain how the Vice President for marketing might describe what is involved in making rational decisions.
- (b) If Jill Goldberg then declares that there is no way she can be completely rational, what would you suggest as a reply?

Bangladesh Open University
MBA Program
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Course Title: Principles of Management

Submit by May 02, 2025

(The assignment is to be presented in own handwriting on A4 size white pages)

Questions

1. What is motivation? Elaborate on theory-X and theory-Y assumptions about people. Explain its application in real life.
2. What do you mean by controlling? Why is controlling important in every kind of organization? Explain the process of controlling.
4. **Case study:**

MANAGING THE HEWLETT-PACKARD WAY

William R. Hewlett and David Packard, two organizational leaders who demonstrated a unique managerial style, began their operation with \$538 in 1939, in a one-car garage. Eventually they built a very successful company that now produces more than 10,000 products, such as computers, peripheral equipment, test and measuring instruments, and handheld calculators. Perhaps even better known than its products is the distinct managerial style preached and practiced at Hewlett-Packard (HP). It is known as the HP way.

The values of the founders - who withdrew from active management in 1978 - still permeate the organization. The HP way emphasizes honesty, a strong belief in the value of people, and customer satisfaction. The managerial style also emphasizes an open-door policy, which promotes team effort. Informality in personal relationships is illustrated by the use of first names. Management by objectives is supplemented by what is known as managing by wandering around. By strolling through the organization, top managers keep in touch with what is really going on in the company.

This informal organizational climate does not mean that the organization structure has not changed. Indeed, the organizational changes in the 1980s in response to environmental changes were quite painful. However, these changes resulted in extraordinary company growth during the 1980s.

Questions:

- (a) Is the Hewlett-Packard way of managing creating a climate in which employees are motivated to contribute to the aims of the organization? What is unique about the HP way?
- (b) Would the HP managerial style work in any organization? Why, or why not? What are the conditions for such a style to work?

Bangladesh Open University

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Questions

1. (a) "Selling and advertising are only two of many marketing functions". Do you agree with this statement? Argue your ideas supporting your answer.
 (b) Identify the single biggest difference between the i) marketing concept and the production concept and ii) the product concept and selling concepts. Discuss which concepts are easiest to apply in the short run.
 (c) Do you think, there is an organization in Bangladesh offering the best long-term success through societal marketing concepts? If you find anyone, explain this concept's activity with some drawbacks.
2. (a) Why is marketing myopia a problematic concept among marketers? As a marketer of a personal hygiene product, how do you resolve this issue?
 (b) Have you ever experienced the 'De-marketing' concept in your life? Enumerate, how government organizations like DESCO, WASA, and TITASH apply de-marketing in Bangladesh.
 (c) "Customer relationship management (CRM) builds and maintains the profitable relationship by delivering superior customer value and satisfaction". Explain this statement rationally as a marketer of a new cell phone brand.
3. (a) How are subcultures, social class, and customs associated with the Bangladeshi culture? Explain why reference groups are influential in your personal buying decisions. Identify the opinion leaders in your reference group.
 (b) How can word-of-mouth (WOM) influence our daily purchasing activities? Can you share your experience of this concept through Facebook or any online advertising?
 (c) Illustrate a matrix of 'Types of Buying Decision Behavior' and provide examples of each one. Why do you consider the complex buying behavior is differently considered by marketers than dissonance-reducing buying behavior? Argue your logic with examples.

Bangladesh Open University MBA Program Semester: 221; Level 1st

Course Title: Principles of Marketing

Submit by March 21, 2025

(The assignment is to be presented in own handwriting on A4 size white pages)

Questions

1. (a) Define what is meant to be a segment. Illustrate the steps of the market segmentation process with a figure. “Mass Marketing involves targeting all the buyers in the market using the same marketing mix to influence buying”. Explain this statement regarding a reputed mineral water brand in Bangladesh.
- (b) If you are a brand manager of Unilever Bangladesh Limited, how would you apply product-variety marketing concepts for different beauty soap brands for consumers? Assume, you are the marketer of local handmade jewelry in your rural area. Discuss how you can apply the criteria of niche marketing for this specific product.
- (c) Why is behavior segmentation base so popular? Discuss the occasion, user status, usage rate, and loyalty status as the types of this segmentation base. During Ramadan, the sale of RuhAfzah is at its peak. Among these four types of behavior segmentation base, with which type is this product associated?
2. (a) “A product is a bundle of benefits”. Explain this statement focusing on the three levels of the product of a personal computer brand you are familiar with.
- (b) Show a table of consumer product classifications. If you are going to purchase a new wardrobe from ‘Hatil’, which type is suitable for this product? Discuss this practically.
- (c) Differentiate between convenience products (edible oil) and specialty products (luxury watches) presenting the characteristics of each. Which issues are involved in individual product decisions? If you are the marketer of a renowned coffee brand, how can you implement the branding decisions regarding individual product decisions?
3. (a) What are the characteristics of the introduction stage? Illustrate the marketing strategies in the introduction stage of the newly introduced virtual assistant refrigerator in Bangladesh.
- (b) Differentiate between rapid penetration and slow penetration for any newly introduced product you are familiar with. If you are an user of the Samsung Galaxy S series, which characteristics of the growth stage can you identify for this product?
- (c) Illustrate the steps of the new product development (NPD) process for a childcare brand in Bangladesh. Discuss the necessity of test marketing and commercialization of a diet-friendly dessert brand in Dhaka city. What are the basic differences between style, fashion, and fad?

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Submit by May 02, 2025

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Questions

- “Advertising is paying for disseminating a message from an identified brand to the market audience”. Explain this statement in the context of clothing brand ads on Facebook or YouTube.
 - Differentiate between publicity and public relations. If Bangladesh Open University wants to apply a sustainable promotional strategy between them, which one will be effective and why?
 - Assume that you are going to purchase an air cooler (AC) for your household use and you have no purchase experience with this before. How can personal selling and sales promotion support your purchasing decision for an AC?
 - What do you mean by a promotion mix? Explain the determinants of a restaurant services’ promotion mix.
- Read the case carefully and answer all the questions below:

Aarong- Indigenously uplifting Bangladesh

Aarong – Bengali for ‘village fair’ – is Bangladesh’s most popular lifestyle retail chain. This ethical brand began in 1978 as a humble means to empower rural artisans to rise above poverty. Today, with 20 retail stores across Bangladesh and over 100 fashion and lifestyle product lines, Aarong supports 65,000 artisans with fair terms of trade. Revolutionizing the retail industry with high standards for quality and artistry, this iconic brand blends the traditional with the contemporary in ways that never cease to win consumer appeal both at home and abroad.

In 1976, when BRAC– the world’s largest development organization – engaged a small number of rural women to produce crafts, their only buyers were a few scattered retailers in Dhaka. Weeks, even months would pass between supply and payment, until BRAC intervened and established Aarong to pay the rural women for their goods on time. Over the past four decades, Aarong has carved out a unique market segment for handicrafts, reviving Bangladesh’s rich heritage and impacting the lives of more than 325,000 people through 850 small entrepreneurs and the Ayesha Abed Foundation. From clay pots to diamond jewelry, and silk and cotton fabrics to brass and leather merchandise, Aarong’s vast range of innovative products, backed by a robust supply chain and distribution network, makes Aarong truly a household brand in Bangladesh.

However, just before the eve of this eid-ul-fitr, the Directorate of National Consumers' Right Protection (DNCRP) fined lifestyle retail chain Aarong Tk4.5 lakh for discrepancies in the price tags of the same product. Following on a client's complaint that Aarong was selling a panjabi after nearly doubling its price which was Tk730, including VAT, on May 25 whereas, Tk1, 307 on May 31. DNCRP officials visited the chain's flagship store on Jashimuddin Avenue at Uttara on Monday and fined them after finding the allegation to be true. The directorate also ordered the store to be kept shut for the next 24 hours. Hence, the outlet was reopened around 8:30 pm after Aarong paid the Tk4.5 lakh fine in cash to the authorities. After the news broke on social media, netizens bombarded the social enterprise of Brac with harsh criticisms. Later, responding to queries, Aarong's Chief Operating said: "Aarong never increases prices ahead of festivals or special occasions for bigger profit.

Nevertheless, having many obstacles in Bangladesh its growing presence outside of Bangladesh – through fair-trade networks and the online shop– continues to broaden the market for Bangladeshi crafts globally, creating more opportunities for artisans to protect their age-old art and livelihoods.

Questions:

- (a) How does Aarong utilize market segmentation bases? Construct a profile for its target market.
- (b) How does Aarong effectively utilize market positioning? What are the necessary steps that it took to balance negative criticism?
- (c) If you were the marketing manager of Aarong, what guidelines would you suggest for improving more?

**Bangladesh Open University
MBA Program
Semester: 221; Level: 1st**

Course Title: Financial Accounting

Submit by February 07, 2025

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Questions

1. (a) Why is financial accounting considered the "language of business"? How does financial accounting help in decision-making for stakeholders?
 (b) Why is it important for investors to analyze a company's financial statements before making decisions?
 (c) What is the role of Generally Accepted Accounting Principles (GAAP) in financial accounting?
 (d) What does the accounting equation (Assets = Liabilities + Equity) signify in financial accounting? Why is the double-entry system fundamental to financial accounting?
 (e) How does the principle of "going concern" impact financial accounting?
 (f) What are the implications of financial statement analysis for investors and creditors?
2. Abir Rahman started a consulting business on January 1, 2025. On January 31, the balance sheet showed the following:
 Cash Tk. 10,000, Accounts Receivable Tk. 5,000, Office Supplies Tk. 3,000, Office Equipment Tk. 15,000, Accounts Payable Tk. 7,000, and Owner's Capital Tk. 26,000.
 During February, the following transactions occurred:
 - i. Collected Tk. 3,500 of accounts receivable.
 - ii. Paid Tk. 4,000 cash on accounts payable.
 - iii. Earned revenue of Tk. 12,000, out of which Tk. 6,000 was collected in cash, and the remaining was due in March.

- iv. Purchased additional office supplies for Tk. 2,500, paying Tk. 1,000 in cash and the balance on account.
- v. Paid salaries Tk. 4,500, rent for February Tk. 2,000, and advertising expenses Tk. 1,000.
- vi. Withdrew Tk. 2,000 in cash for personal use.
- vii. Borrowed Tk. 5,000 from Eastern Bank on a note payable.
- viii. Incurred utility expenses of Tk. 800, payable next month.

Required:

- (a) Prepare a tabular analysis of the February transactions, beginning with the January 31 balances. Use the following column headings:
Cash + Accounts Receivable + Office Supplies + Office Equipment = Notes Payable +
+Accounts Payable + Owner's Capital - Owner's Drawings | +Revenues - Expenses
- (b) Prepare an Income Statement for February, an Owner's Equity Statement for February, and a Balance Sheet as of February 28.

Bangladesh Open University
MBA Program
Semester: 221; Level: 1st

Course Title: Financial Accounting

Submit by March 21, 2025

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Questions

1. (a) What are the basic steps in the recording process? What are the advantages of using a journal in the recording process?
(b) What is a ledger? What is a chart of accounts and why is it important?
(c) What is a trial balance and what are its purposes?
2. The Dhaka Cineplex is owned by Anisur Rahman. All facilities were completed on June 30, 2024. At this time, the ledger showed:
No. 101 Cash Tk. 50,000, No. 140 Land Tk. 1,00,000, No. 145 Buildings Tk. 80,000, No. 157 Equipment Tk. 60,000, No. 201 Accounts Payable Tk. 20,000, No. 275 Mortgage Payable Tk. 50,000, and No. 301 Owner's Capital Tk. 2,20,000.
During July, the following events and transactions occurred:
July 2 Paid Tk. 10,000 for film rental for the first movie.
July 3 Ordered two additional films for Tk. 15,000 each.
July 8 Received Tk. 25,000 cash from ticket sales (admissions).
July 10 Made a Tk. 15,000 payment on the mortgage and Tk. 5,000 towards accounts payable.
July 12 The Dhaka Cineplex contracted with Saiful Haque to operate the concession stand. Saiful is to pay 20% of gross concession receipts (payable monthly) for the rental of the concession stand.
July 15 Paid Tk. 8,000 for advertising expenses.
July 18 Received one of the films ordered on July 3 and was billed Tk. 15,000. The film will be shown in July.
July 25 Received Tk. 50,000 cash from ticket sales (admissions).
July 28 Paid salaries of Tk. 20,000.
July 30 Received a statement from Saiful Haque showing gross concession receipts of Tk. 8,000. The balance due to Dhaka Cineplex is Tk. 1,600 (20% of Tk. 8,000). Saiful paid half of the amount, with the remainder due on August 5.
July 31 Prepaid Tk. 18,000 for the rental of a special film to be shown in August.

Chart of Accounts:

In addition to the accounts identified above, the chart of accounts includes:

No. 112 Accounts Receivable, No. 136 Prepaid Rent, No. 400 Service Revenue, No. 429 Rent Revenue, No. 610 Advertising Expense, No. 726 Salaries Expense, and No. 729 Rent Expense.

Required:

Enter the beginning balances in the ledger as of July 1. Insert a check mark (✓) in the reference column of the ledger for the beginning balance.

Journalize the July transactions. Record ticket sales as service revenue, concession stand payments as rent revenue, and film rental payments as rent expense.

Post the journal entries to the ledger. Assume all entries are posted from page 1 of the journal.

Prepare a trial balance as of July 31, 2024.

3. (a) How does the time period assumption affect an accountant's analysis of business transactions?
- (b) The accounts listed below appeared in the December 31 trial balance of the MM Express.

	Debit	Credit
Equipment	Tk.400,000	
Accumulated Depreciation—Equipment		Tk.100,000
Notes Payable		120,000
Admissions Revenue		600,000
Advertising Expense	25,000	
Salaries and Wages Expense	90,000	
Interest Expense	2,500	

Required:

- (i) From the account balances listed above and the information given below, prepare the annual adjusting entries necessary on December 31.
1. The equipment has an estimated life of 20 years and a salvage value of Tk. 40,000 at the end of that time. (Use the straight-line method.)
 2. The note payable is a 120-day note issued on October 1 with an interest rate of 10%. (Use 360 days for the denominator.)
 3. In December, 1,500 admission tickets were sold for Tk. 50 each to be used any time after January 1.
 4. Advertising expense includes Tk. 5,000 paid in advance.
 5. Salaries and wages of Tk. 8,000 were accrued but unpaid as of December 31.
- (ii) What amounts should be shown for each of the following on the income statement for the year?
- (1) Interest expense. (3) Advertising expense.
 - (2) Admissions revenue. (4) Salaries and wages expense.

Bangladesh Open University

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Submit by May 02, 2025

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Questions

1. The trial balance of Jasmine Traders Ltd. at December 31, is as follows:

Jasmine Traders Ltd

Trial Balance

As on December 31, 2024

Particulars	Debit (Taka)	Credit (Taka)
Merchandise Inventory, January 1	225,000	
Purchase	755,000	
Purchase Returns & Allowances		12,000
Purchase Discounts		20,000
Sales		1,260,000
Sales Returns & Allowances	70,000	
Sales Discounts	17,500	
Cash	31,000	
Office Supplies	4,000	
Accounts Receivable	40,000	
Notes Receivable	100,000	
Insurance	10,500	
Land	170,000	
Building	410,000	
Accumulated Depreciation–Building		80,000
Office Equipment	106,500	
Accumulated Depreciation–Office Equipment		26,500
Accounts Payable		95,000
Common Stock		806,000
Transportation-in	41,000	
Sales Salaries	138,000	
Advertising	30,500	
Transportation-out	39,000	
Office Salaries	111,500	
Dividends	50,000	
Taxes	75,000	
Postage & Telephone	25,000	
Retained Earnings		150,000
	2,449,500	2,449,500

The following information is available at December 31:

- i) Merchandise inventory Tk.230,000
- ii) Office Supplies on hand Tk.1,500
- iii) Prepaid insurance Tk.7,000
- iv) Depreciate building @15% per annum and Office equipment @ 20% per annum.
- v) Outstanding sales salaries Tk.2,500 and office salaries Tk.2,000.

Required:

- (a) Prepare a classified income statement for year. Of the insurance expense, postage & telephone expenses, and depreciation expenses on building, 75% is treated as selling expense and 25% is treated as administrative expenses.
- (b) Prepare a classified balance sheet at December 31.

2. The August 2023 inventory records of Brothers Ltd. showed the following:

August 1, Beginning inventory	56,000 units @ Tk. 50
5, Sales	15,000 units
14, Purchases	6,000 units @ Tk. 55
18, Sales	18,000 units
25, Purchases	32,000 units @ Tk. 60
30, Sales	25,000 units

Required:

- (a) Using the perpetual inventory method, compute the ending inventory and cost of goods sold balances with (i) FIFO, (ii) LIFO and (iii) moving average
- (b) Which of the above three alternatives is best? Why?

MBA 1305

Assignment # 1

শুধু এব বিজনেস
Bangladesh Open University
MBA Program
Semester: 221; Level: 1st

For ONLINE Review Class!

Join WhatsApp GROUP:



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Course Title: Business Communication

Submit by February 07, 2025

(Assignment is to be presented in own handwriting on A4 size white pages)

Note: Answer all the questions and submit to the coordinator of your tutorial center on or before due date.

VIDEO Tutorial



https://youtu.be/UcBa_IhCXQA?si=Ljq5SLGJpTwZ1owm

Assignment Marks
Distribution

Assignment-1 } 10

Assignment-2 } 10

Assignment-3 } 10

- 1.1. Create a detailed map covering all your communication points in your daily life.
- 1.2. Make a list of the persons you regularly communicate with for in your personal, social and institutional life. Categorise the communication types against each of the receiver groups. Prepare a spreadsheet like below:

Domain of communication	Receiver's status	Purposes of communication	Means of communication	Rank the means as per their effectiveness

- 1.3. Give a specific real-life example from your own workplace where your purpose was to raise level of productivity of particular person or team. Could you identify some noise that you experience while communicating with your subordinates?
- 1.4. Imagine you have been assigned the task of creating a job description. Identify a job, locate at least two sample job descriptions, and create one. Identify what kind of communication skills may help you perform the task meaningfully.
- 1.5. How does cultural variation affect communication process? Read the following case related to an US Project and explain whether there was any communication issue liable for the failure of the project.

A project management consultant from the United States was asked to evaluate the effectiveness of a U.S. project management team executing a project in Mumbai, India. The project team reported that the project was on schedule and within budget. After a project review meeting where each of the engineering leads reported that the design of the project was on schedule, the consultant began informal discussions with individual engineers and began to discover that several critical aspects of the project were behind schedule. Without a mitigating strategy, the project would miss a critical window in the weather between monsoon seasons. The information on the project flowed through a cultural expectation to provide positive information. The project was eventually cancelled by the U.S. corporation when the market and political risks increased.

1.6. [Project] Identify a problem at your family/institution/locality that need to solve. For solving the problem, develop the targets, strategy/ies, actions and tools for measuring the achievements. Prepare a spreadsheet like below:

Statement of the problem	Key components of the problem	Targets	Strategies	Actions	Outcomes	Degree of Achievement (%)

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

- 2.1. What are the strengths of non-verbal communication? Suppose, a Chinese team came to visit some historical places in Bangladesh. If they don't have any interpreter with them, how effective their visit will be? How they will communicate with local people here? Explain.
- 2.2. "It is believed that no-verbal communication is universal, whereas verbal communication location specific" – do you agree? Justify your answer.
- 2.3. How do stereotypes or specific dependence on a particular belief influence our communication process? Give some examples.
- 2.4. What are the communication mistakes? Why do communication mistakes occur? Give some examples of the cost of communication mistakes.

2.5. Examine the case study below and determine the potential cost of communication error.

Rogers Communications Inc., Canada's largest cable television provider. In 2002, Rogers Communications Inc. entered into a contract with Bell Aliant, a telephone company in Atlantic Canada, in which Aliant agreed to string Rogers' cable lines across roughly 91,000 utility poles in the Maritimes for an annual fee of \$9.60 per pole. In 2005, Aliant informed Rogers that it was terminating the contract and increasing its rates to \$18.91 per pole. Rogers objected, on the grounds that the contract couldn't be terminated until the spring of 2007. Aliant, on the other hand, was of the view that the agreement could be terminated at any time with only one year's notice.

The disputed language is as follows: "Subject to the termination provisions of [the Agreement], [the Agreement] shall be effective from the date it is made, and shall continue in force for a period of five (5) years from the date it is made, and thereafter for successive five (5) year terms, unless and until terminated by one (1) year prior notice in writing by either party."

What do you think- can the contract be terminated by either party at any time after providing one year's notice (As Aliant argues)? Or, can the contract only be terminated at the end of a five year period (as Rogers argues)?

2.6. Use the list of the communications you specified on the spreadsheet in 1.1. Complete the spreadsheet as below.

Means of communication	Verbal/nonverbal	Limitations in terms of effectiveness	How to improve?

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Submit by May 02, 2025

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

3.1. Mention categorically the purposes of using Biodata, CV, Resume, Profile and Portfolio.

Look at the cases in the following table and identify the type of document [CV, Biodata, Resume, Profile and Portfolio] you are supposed to share against each of the cases:

Cases	Document to be shared
Marriage	
Admission at MIT	
Employment at MNC Limited	
Showcasing your abilities to potential employers	

3.2. What are the key things you must consider to make your presentation meaningful? Look at the following presentation types, audience and identify the key factors you need to consider against each of the presentation types:

Presentation style	Audience type	Purpose	Key factors to be considered
Individual presentation	Teachers and students	Empowerment	
Group presentation	Participants in an international conference	Convincing the donors	
Individual presentation	Foreign buyers from Japan	Increasing Sales	
Individual presentation	Selection committee for an executive position (marketing)	Getting the job	
Individual speech	Public gathering of village households	Getting their support to establish RMG factory	

3.3. Explain the positive and negative contribution of social media in our social and institutional life categorically.

3.4. What is communication ethics? Describe the effect of social media on ethical values.

 **YouTube** 3.5. Record 2 videos on the following issues and upload them into your YouTube channel and share the LINK and QR code on the assignment:

3.5.1. 3-5 minutes video presentation on the impact of phone-based childhood on mental health of the adolescents.

3.5.2. 3-5 minutes video on the findings of the project [see 1.6] you completed.

3.5 **SELF-CHECK Quiz 1** [Compulsory, Minimum Acceptable Score: 70%]

Please click on the following LINK or Scan QR Code for the QUIZ 1. It must be submitted online; otherwise, you assignment will not be evaluated. **Add the hardcopy of the Score Card with your assignment.**

<https://testmoz.com/q/14216688>



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MBA Program
Semester: 221; Level: 1st

Course Title: Fundamentals of Financial Management Submit by February 07, 2025

Instructions for Assignment Submission

1. Answer all questions in your own handwriting on A4 size white paper.
2. Fill-in the cover page (see page#6 of Academic Calendar) of your assignment with care.
3. Submit the assignment to the study centre coordinator or his/her delegate and ensure his/her signature on your Assignment Acknowledgement Form (see page#7 of Academic Calendar).
4. Don't make spiral binding. Instead, make soft binding.
5. If it is noticed that your assignment is copied from another student's assignment, your assignment will automatically be cancelled.
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. Preserve the photocopy of each assignment so that you can claim its marks if your marksheet shows "Not submitted" or "Zero" in assignment(s).
8. Join the WhatsApp group (<https://chat.whatsapp.com/Fo4iDpvo2fXGiPB0OZEYLv>) if you haven't yet joined.

Questions

1. (a) Give the concept of the term Financial Management. "The objective of a company must be to create value for its shareholders". Explain the statement logically.
 (b) Examine the relation of financial management with the following major areas of management:
 (i) Marketing Management (ii) Production Management
 (iii) Material Management (iv) Human Resource Management
 (c) Examine the following financial decisions in the context of a large-scale industrial enterprise:
 i) Investment decision, ii) Financing decision, and iii) Dividend decision.
2. You have been awarded MBA degree from Bangladesh Open University just one month ago. You have applied for the post of Finance Manager in BRAC. As part of the BRAC's evaluation process, you have been asked to appear at a test that covers several financial analysis techniques. The first section of the test addresses time value of money analysis. See how would you do by answering the following questions:
 (a) What is the future value of an initial investment of Tk. 1,500 after 7 years if the investment earns 12% annual interest?
 (b) What is the present value of Tk. 2,700 to be received in 5 years if the interest rate is 15%?
 (c) If a company's sales are growing at a rate of 20% annually how will it take sales triple?
 (d) What annual interest will cause Tk. 2,200 to grow to Tk. 7,700 in 5 years?
 (e) At what time periods Tk. 3,000 will grow to Tk. 9,000 if the rate of interest is 15% p. a.?
 (f) Which amount is worth more at 14% : Tk. 1,000 in hand today Tk. 2,000 due in 6 years?

3. (a) A father is planning a savings program to put his daughter through university. His daughter is now 18 years old. He plans to enroll at the university in 5 years. Currently, the cost per year for everything – food, clothing, tuition fees, books, conveyance, and so forth is Tk. 15,000, but a 5 percent inflation rate in these costs is forecasted. The daughter recently receives Tk. 7,500 from her grand father's estate; this money which is invested in a mutual fund paying 8 percent interest compounded annually, will be used to help meet the cost of the daughter's education. The rest of the costs will be met by money the father will deposit in the savings account. He will make 6 equal deposits to the account in each year from now until his daughter starts university. These deposits will begin today and will also earn 8 percent interest.
- (i) What will be the present value of the cost of 5 years of education at the time the daughter becomes 24?
 - (ii) What will be the value of Tk. 7,500 that the daughter received from her grandfather when she starts university at the age 24?
 - (iii) If the father is planning to make the first 6 deposits today, how large must each deposit be for him to be able to put his daughter through university?
- (b) Find the present value of Tk. 5,000 due in the future in case of annuity due and ordinary annuity under the following conditions:
- (i) 15 percent interest rate, compounded annually, discounted back 10 years;
 - (ii) 15 percent interest rate, semiannually compounding, discounted back 10 years;
 - (iii) 15 percent interest rate, quarterly compounding, discounted back 10 years;
 - (iv) 15 percent interest rate, monthly compounding discounted back 5 years;
 - (v) 15 percent interest rate, daily compounding discounted back 6 years; and
 - (vi) 15 percent interest rate, continuously compounding discounted back 7 years.

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Bangladesh Open University
MBA Program
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(The assignment is to be presented in own handwriting on A4 size white pages)

Questions

1. (a) What is “Fundamental Valuation” ? In which equation form, can the value of any asset be expressed? Explain how cash flows and the required return of an investor affect the value of an asset. Why does the valuation process of common stock and preferred stock differ?
- (b) Following are the cash inflows of two projects A and B.

Different Situation	Expected Income		Probability
	Project - A	Project - B	
1	5,000	0	0.05
2	8,000	5,000	0.20
3	10,000	10,000	0.50
4	12,000	15,000	0.20
5	15,000	20,000	0.05

Required :

- (i) The expected value of both the projects A and B, and
- (ii) Standard deviation of the value of the projects.
- (c) Microtech Corporation is expanding rapidly, and it currently needs to retain all of its earnings; hence, it does not pay any dividends. However, investors expect Microtech to begin paying dividends, with the 1st dividend of \$1 coming three years from today. The dividend should grow rapidly – at a rate of 50 percent per year – during Years 4 and 5. After Year 5, the company should grow at a constant rate of eight percent per year. If the required rate of return on the stock is 15 percent, what is the value of the stock today?
2. (a) How can returns from maturity bonds be measured with (i) Zero coupon bonds, and (ii) Coupon bonds? How are expected return and standard deviation of such return measured? Illustrate your answer.
- (b) A portfolio consists of three securities X, Y and Z with the following returns :

Particulars	X	Y	Z	r
Expected Returns (%)	19	26	32	
Standard Deviation (%)	22	31	35	
Correlation Co-efficient				
XY				0.4
XZ				0.7
YZ				-0.3

If the above securities are equally weighted, how much is the return and risk of the

portfolio of these three securities?

3. (a) What is CAPM ? What are its assumptions? What is portfolio expected return and risk? How can they be measured? Explain. What is the concept of Beta and Beta Coefficient? Explain Beta Coefficient graphically.
- (b) According to CAPM, how can expected return for an individual security be measured? Give example. How are expected returns and risks determined in cases of: (a) One security; (b) Two securities and (c) Multiple securities.
- (c) Securities X and Y have the following Characteristics :

Security X		Security Y	
Return (%)	Probability	Return (%)	Probability
30	0.10	-20	0.05
20	0.20	10	0.25
10	0.40	20	0.30
5	0.20	30	0.30
-10	0.10	40	0.10

Required :

- (i) Calculate the expected return and risk of return for each security.
- (ii) Calculate the expected return and risk of the return for the portfolio of X and Y, placing equal weight to each.

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Submit by May 02, 2025

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Questions

1. Lima Corporation has a target capital structure of 40% debt and 60% equity. The corporation expects to have Tk. 600 of after-tax income during the coming year and it plans to retain 40% of its earnings. The current stock price is $P_0 = \text{Tk. } 30$ the last dividend was $D_0 = \text{Tk. } 2$ and the dividend is expected to grow a constant rate of 7%. New stock can be sold at a floatation cost of $F = 25\%$. What will Lima Corporation's marginal cost of equity capital be, if it raises a total of Tk. 500 new capital?
2. The following are the EPS for ABC Co. The Co.'s common stock, 7.8 million shares outstanding, is now (January, 2000) selling for Tk.65 per share and the expected dividend at the end of current year (2000) is 55% of 1999 EPS. Nine years growth rates are reflected in the data.

Years	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
EPS	3.90	4.21	4.55	4.91	5.31	5.73	6.19	6.68	7.22	7.80

The current interest rate on new debt is 9%. The corporation's marginal tax rate is 40%. Its capital structure is considered to be optimal as follows :

	<u>Taka</u>
Debt	104,000,000
Common Equity	<u>156,000,000</u>
Total	<u>260,000,000</u>

Calculate :

- (a) After-tax cost of new debt
 - (b) Cost of Equity
 - (c) Weighted average cost of capital
3. Discuss the significance of working capital management policy in case of a manufacturing enterprise.
 4. The following data relate to a manufacturing company during 2023-2024:
 Credit sales-Tk. 4,50,000; Credit purchase –Tk. 3,80,000; Finished Inventory –Tk. 90,000;
 Cost of goods sold – Tk. 60% of total sales of Tk. 6,00,000 and Accounts payable –Tk. 1,45,000.
 Calculate cash conversion cycle of the company. Also determine Net Working Capital of the company.

5. Rahim Afrooz is a leading producer of automobile batteries. It turns out 1,500 batteries a day at a cost of Tk. 6 per battery for materials and labor. It takes the firm 22 days to convert raw materials into the battery. It allows its customers 40 days in which to pay for the batteries and the firm generally pays its suppliers in 30 days.

Required:

- What is the length of cash conversion cycle?
 - If the firm always produces and sales 1,500 batteries a day, what amount of working capital must it finance?
 - By what amount would the firm reduce its working capital financing needs if it was able to stretch its payables deferral period to 35 days?
6. Now Ray Smith wants you to take a look at the company's inventory position because he thinks that inventories might be too high as a result of the manager's tendency to order in large quantities. Smith has decided to examine the situation for one key product – fly rods, which cost \$320 each to purchase and prepare for sale. Annual sales of the product are 2,500 units (rods), and the annual carrying cost is ten percent of inventory value. The company has been buying 500 rods per order and placing another order when the stock on hand falls to 100 rods. Each time SSP orders, it incurs a cost equal to \$64 Sales are uniform throughout the year.

Required:

- Smith believes that the EOQ model should be used to help determine the optimal inventory situation for this product. What is the EOQ formula, and what are the key assumptions underlying this model?
 - What is the formula for total inventory costs?
 - What is the EOQ for the fly rods ? What will be the total inventory costs for this product if the EOQ is produced?
 - What is SSP's added cost if it orders 500 rods rather than the EOQ quantity ? What if it orders 750 rods each time?
7. **Case Study**

Three companies namely Aggressive Between and Defensive have different working capital management policies as indicated by their names. Aggressive employs only minimal current assets and finances almost entirely with current liabilities and equity. These light shit approach has a duel effect. It keeps total assets lower which would tend to increase return on assets. But for reasons such as stock-outs total assets are reduced but variable cost is increased because of more frequent order of similar quantities of raw materials. The balance sheets for the three companies as of 31-12-2004 are presented below :

	Aggressive (Tk.)	Between (Tk.)	Defensive (Tk.)
Fixed assets	2,00,000	2,00,000	2,00,000
Current assets	1,50,000	2,00,000	3,00,000
Total assets	3,50,000	4,00,000	5,00,000
Share capital and reserves	1,50,000	2,00,000	2,50,000
Long-tern debt (10%)	-	1,00,000	2,00,000

Current liabilities (8%)	2,00,000	1,00,000	50,000
Total claims	3,50,000	4,00,000	5,00,000
Current ratio	0.75 x	2 x	6 x

The cost of goods sold functions for the firms are as follows :

Cost of goods sold = Fixed costs + Variable costs

Aggressive = Tk. 2,00,000 + 70% of sales

Between = Tk. 2,50,000 + 60% of sales

Defensive = Tk. 3,00,000 + 60% of sales

A Company with normal net working capital such as Between will sell Tk. 10,00,000 in a year when economic growth is average. If the company is weak sales for Between will be reduced by Tk. 1,00,000; if strong, sales for Between will increase by Tk. 1,00,000. In any given economic conditions, Aggressive will sell Tk. 1,00,000 less than Between, and Defensive will sell Tk. 1,00,000 more. This is because of working capital differences.

Questions:

- (a) Complete the income statement that follow for strong, average and weak economies.
- (b) Compare the rates of return (EBIT/Assets) and return on equity. Which company is the best in a strong economy? In an average economy? In a weak economy?
- (c) What are the considerations for management of working capital that are indicated by this problem?