

Instructions for Assignment Submission

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3. Submit the assignment to the study centre coordinator or his delegate and ensure his/her signature on your Assignment Acknowledgement Form (see page#5 of Semester Calendar).
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1. (a) What do you understand by quality and quality management?
(b) How does a consumer measure the quality of the desired product before taking buying decision? Explain.
(c) Explain the areas where the quality efforts need to be implemented.
2. (a) Suppose, you are working as a quality assurance manager. What role will you play in maintaining the quality of your product? Discuss.
(b) How will you incorporate the quality goals with the strategic and operational plans of the organization? Explain.
(c) How does SWOT analysis help for attaining the quality as a strategic tool? Explain.
3. (a) What do you understand by customer? Explain the ways that help to understand the needs and expectations of customers.
(b) Discuss the expected benefits that can be achieved from customer and supplier alliances.

For Old Students

Assignment # 2

SCOM 4611

শুন্ন অব বিজ্ঞান

Bangladesh Open University

Programme : Commonwealth Executive MBA/MPA

Semester: 171, Level: 4th

Course Title: Quality Assurance Management Submit by: October 12, 2018

1. (a) Explain the house of quality model for human resources.
(b) How is mortar associated with the HR house of quality? Discuss.

2. (a) Describe the different categories of tools and techniques that are used for quality management.
(b) Explain the P-D-C/S-A cycle of quality management.
(c) Discuss the differences between DMAIC and DMADV.

Bangladesh Open University**Programme: Commonwealth Executive MBA/MPA****Semester: 171, Level: 4th****Course Title: Quality Assurance Management Submit by: November 23, 2018**

- Explain the quality related goals that organization attempt to accomplish in the context of quality management.
 - Describe the characteristics of teams that are essential in quality context.
- Read the following passage and answer the questions that follow:

Tipon TV in Bangladesh

Tipon TV has been manufacturing television sets for the last twenty years in Bangladesh. At one point it was the market leader among the local manufacturers, and Tipon TVs were reputed to be durable, and their performance met the expected standards. However, today their TVs are outdated in terms of design and features offered. Productivity has not increased with time, and the technology used is outdated and labor-intensive which means a large number of low-skilled workers are employed. Their machinery was imported from abroad, and for many years now overhauling has been delayed as profits have dropped and funds are short. Buying new capital-intensive technology was considered but the idea was dropped because the cost involved was enormous. With the advent of the free market economy, foreign televisions that offer better quality and competitive prices, demand has been dropping faster.

The board of directors of the company has hired a new managing director to bring in new ideas and innovations as a last-ditch attempt to rescue the sinking ship. She recommended to the board that a loan be used to finance the purchase of newer, capital-intensive technology, revamp the design and features of the television set. This would have a two-fold effect, resulting in both improved quality and productivity. As this involved redundancy of a large section of the workers, some of the directors had qualms about that. When the objection that the unskilled labor force would not be able to work with new, sophisticated technology was raised, the MD's solution was to provide training to some workers to enable operating the new equipment.

Questions:

Do you think the new MD's proposal is a viable one or not, keeping in mind the Bangladesh context? Justify your answer.

For Old Students

Assignment # 1

স্কুল অব বিজনেস

SCOM 4613

Bangladesh Open University

Programme: Commonwealth Executive MBA/MPA

Semester: 171, Level: 4th

Course Title: Development Planning and Administration

Submit by: August 31, 2018

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1. (a) Define the concept of development.
(b) What do you understand by sustainable development?
(c) What are the challenges to sustainable development? Explain.
2. Describe the major premises that denominate the rural development in South Asian countries. In what specific areas of agriculture, the developing countries in South Asia must require appropriate planning to enhance the efficiency in agriculture sector.
3. (a) Explain the importance of planning.
(b) Describe the factors and issues in multilevel planning.
(c) Discuss the need for administration infrastructure for planning.

For Old Students

Assignment # 2

SCOM 4613

শুন্ অৰ বিজ্ঞেয়

Bangladesh Open University

Programme :Commonwealth Executive MBA/MPA

Semester: 171, Level: 4th

Course Title: Development Planning and Administration

Submit by: October 12, 2018

1. (a) Describe the areas of development planning in industry.
(b) Explain the mixed economy model for development. Mention the types of interventions of the government on an economy.
(c) How the role of government can be justified while the market failure occurs in an economy? Explain.
2. (a) Explain the Edward W Weddner's ideal model (Planned Directional Growth with System Change) regarding development. What are the limitations of the model?
(b) What are the indicators that used to measure inter-district imbalances?
3. (a) Describe the areas of development planning in agriculture.
(b) Explain the concept of participation and participatory approaches.
(c) What are the roles of NGOs in development planning? Discuss.

শুধু অব বিজ্ঞান

Bangladesh Open University

Programme: Commonwealth Executive MBA/MPA

Semester: 171, Level: 4th

Course Title: Development Planning and Administration

Submit by: November 23, 2018

1. (a) Describe the areas of development planning in education sector in Bangladesh.
(b) Describe the organizational implications with core principles of participatory approaches.
2. (a) What are the limitations of bureaucratic organizations in our country?
(b) Distinguish between various types of development planning.
(c) Identify the important aspects of sectoral planning.
3. Read the following passage and answer the questions that follow:

Private-Public Partnership (PPP): Opportunities for Bangladesh

The Government of Bangladesh wants to take our economy to middle income group by 2021 through achieving a higher trajectory of growth. As a vehicle to attain this higher growth, investment in infrastructure development, especially power and energy, ports, communication, supply of drinking water and waste management, education and health will be given highest priority. A huge investment is required to achieve this target. The government alone can not provide such a huge amount of resources. The government feels that successful implementation of PPP concept will open up the door for increased flow of investment from both local and foreign investors.

PPP is indeed a good concept in principle. It can help mobilize additional funding in financial large-scale projects. But there are many challenges. Firstly, the legal framework will lay down obligation to private sector partners, keep provision for cost recovery and address the issues of compensation and redress mechanism. Action will be required to establish a comprehensive policy and regulatory framework for competitive and transparent bidding, sharing risks and rewards and dispute settlement mechanism. Secondly, PPP projects will be very capital-intensive and there is a fear of rent-seeking. Therefore, ensuring competitive bidding process is very vital. A match between asset and liability and cash flow is also crucial. In terms of foreign partners, repatriation foreign currency may create pressure on the reserve. Reviewing the private partner's financial and technical capacity would be a big job for the government. Thirdly, a heavy reliance is supposed to be placed on private-public participation in big infrastructure building projects with the intension to utilize the idle money of the private sector in those projects. But potential private sector partners will look for good return on their money but infrastructure projects may not offer the best return in the short run.

PPP is not new in the world. It exists in the developed nations to facilitate and manage infrastructure investments for years. However, it will not be appropriate to use the same formula to develop a sound PPP framework in the developing world. Private sponsors in PPP ventures have a natural tendency to press for deals that effectively privatize the profits while socializing the losses. To guard against such risks, the PPP units need to be staffed with

technically sound and experienced negotiators. The government of Bangladesh will have to be extremely cautious in setting up an outfit for PPP projects. the potential investors must not use PPP projects as a conduit to access public investment without performing and fulfilling their obligations.

Questions:

- (a) Why PPP is crucial in Bangladesh? What should be the priority sectors for PPP?
- (b) Why it is difficult to ensure economic use of public resources and quality of service delivery when government is involved in infrastructure development and maintenance?
- (c) What challenges government must take into account while implementing PPP?
- (d) What steps the government should take to avoid the prospective risks with PPP?
- (e) “PPP in infrastructure projects will reduce the investment gap in Bangladesh” – Do you agree with the statement? Justify your answer with relevant argument.

Bangladesh Open University

Programme: Commonwealth Executive MBA/MPA

Semester: 171, Level: 4th

Course Title: Electronic Commerce

Submit by: August 31, 2018

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1. Discuss the framework for e-commerce and its major components.
2. Describe the benefits and dangers of e-commerce to society.
3. Explain the impact of e-commerce on supply chain management.
4. Define www, IP address and domain names with examples.
5. "Different kinds of servers are connected to the internet for different purposes." Explain.
6. Pick an organization known to you that needs and uses a networked system. When you have thought about the above and read the information given on the websites, answer the following questions:
 - (a) What are the benefits for organizations in shifting to client/server computing models?
 - (b) What problems must organizations address when adopting the client/server computing model?

It may be useful to draw up tables for this purpose. For each type, thin and fat, draw up a table with two columns. Label the left column 'Advantages' and the right column 'Disadvantages' and fill in as much as you can think of Remember to keep these specific to the organization you are thinking about. Now repeat the procedure for fat clients, and see what you come up with.

For Old Students

Assignment # 2

ELEC 4616

শুন্ন অব বিজনেস

Bangladesh Open University

Programme :Commonwealth Executive MBA/MPA

Semester: 171, Level: 4th

Course Title: Electronic Commerce

Submit by: October 12, 2018

1. Define business – to – consumer (B2C) electronic commerce.
2. Describe the various business models for B2C e-commerce.
3. Narrate current problems faced by B2C e-commerce.
4. Using your experience of working for, or observing organizations, identify and explain a strategic opportunity for the development of a new e-business venture, using one of the six models known to you.
5. Describe generic frameworks for e-business and e-commerce.
6. Distinguish between intranets and proprietary groupware.

শুধু অব বিজ্ঞান

Bangladesh Open University

Programme: Commonwealth Executive MBA/MPA

Semester: 171, Level: 4th

Course Title: Electronic Commerce

Submit by: November 23, 2018

1. Suggest some effects of the internet on the 5Ps (product, place, promotion, price, and personalization) of marketing.
2. Explain how the technologies that underlie customer relationship management have transformed marketing strategy.
3. Discuss ethical issues relating to corporate activity in e-commerce.

4. Read the following passage and answer the questions those follow:

In order to claim their share of growth from the highly lucrative and evolving ecommerce landscape, businesses are under a lot of pressure to devise e-commerce strategies that are effective. However, given the speed at which new online engagement channels and business models are hitting the market every day, never has there been a greater need for businesses to take a step back and critically reevaluate their e-commerce strategies than now.

With the technological entry barriers dissipating, it's easy for any company to be present in the market across all online channels. It's not difficult to guess that very soon; being on a large number of online channels will become the standard rather than a distinguishing factor for businesses. The real differentiator will be businesses' ability to innovate with existing channels (or a combination of channels) to provide a better quality of engagement for consumers – this is what will attract the technology savvy consumers of the future. Businesses must decide whether they want to join the race to have a greater number of online channels or if they want to innovate specific channels to attract consumers. In order to innovate, the three key questions that they need to ask are:

Questions:

- (a) What is attracting customers to specific technologies?
- (b) Do our online channels fulfill customers' needs?
- (c) Do we have the required technology to engage with our customers?

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1. (a) What do you mean by corporate finance? For what three basic reasons is profit maximization inconsistent with wealth maximization?
(b) What are the costs and benefits of the three major business organisational forms?
(c) What are agency problems and how do they come about? What are agency costs?
2. (a) What is ratio analysis? What are some limitations of ratio analysis?
(b) The Jamjam company has net income of Tk.75, 500. There are currently 14 days sales in receivables. Total assets are Tk.566, 000; total receivables are Tk.80, 000, and the debt-equity ratio is 0.60. What is Jordan's profit margin? It's total asset turnover? It's ROE?
(c) Financial ratio analysis is often divided into five areas. Differentiate each of these areas of analysis from the others. Which one is the greatest concern to creditors?
3. (a) Describe the four basic steps involve in the lease-versus-purchase decision process.
(b) Adiv Finance Corporation has received a request from a customer to lease a fire truck. If the cost of the vehicle is Tk.3, 000,000, determine the monthly lease payments based upon the following parameters: lease term is 5 years, interest rate is 10% and estimated salvage value at the end of the lease is Tk.500, 000. Determine the monthly payment assuming that payments are made at the end of the month.
(c) Differentiate between lease and loan.

Bangladesh Open University

Programme :Commonwealth Executive MBA/MPA

Semester: 171, Level: 4th

Course Title: Corporate Finance

Submit by: October 12, 2018

1. (a) How can the firm use SWAP to hedge foreign currency exposures resulting from international transactions? Give an example.
(b) What are convertible securities?
(c) Securities recently issued convertible bonds with a Tk. 1,000 par value. The bonds have a conversion price of Tk. 40 a share. What is the bonds conversion ratio?

2. (a) What is stock purchase warrant? Why are warrants issued?
(b) What is option? Why are options purchased or sold?
(c) Matador Pen Company has an outstanding issue of convertible bonds with a Tk.1,000 par value. These are convertible into 50 shares of common stock. They have a 10 per cent coupon and a 10-year maturity. The interest rate on a straight bond of similar risk is eight per cent.
 - (i) Calculate the straight bond value of the bond.
 - (ii) Calculate the conversion value of the bond when the market price of the stock is Tk.30/share.
 - (iii) What is the least you would expect the bond to sell for at a market price of common stock of Tk.18/share?

3. (a) Define exchange rate risk and political risk and explain how Multinational Companies (MNCs) manage them.
(b) What does NAFTA and WTO stand for and what are their main roles in the international trade?
(c) What is the difference between a hostile and a friendly merger?

শুধু অব বিজ্ঞান

Bangladesh Open University

Programme: Commonwealth Executive MBA/MPA

Semester: 171, Level: 4th

Course Title: Corporate Finance

Submit by: November 23, 2018

1. Tamanna Corporation is evaluating the possible acquisition of James Cable company (JCC). Transcom's analysts project the following post merger data for JCC (in thousand Taka):

Year	Net sales	Selling and administrative expenses	Interest
2003	450	45	18
2004	518	53	21
2005	555	60	24
2006	600	68	27
Terminal growth rate of cash flow available to Tamanna	7%		

If the acquisition is made, it will occur on January 1, 2013. All cash flows shown in the income statement are assumed to occur at the end of the year.

JCC currently has a capital structure of 40% debt, but Tamanna would increase that to 50% if the acquisition were made. JCC, if independent, would pay taxes at 20%, but its income would be taxed at 35% if it were consolidated. JCC's current market-determined beta is 1.40, and its investment bankers think that its beta would rise to 1.50. The cost of goods sold is expected to be 65% of sales, but it could vary somewhat. Depreciation generated funds would be used to replace worn-out equipment, so they would not be available to Tamanna's shareholders. The risk-free rate is 8% and the market risk premium is 4%.

- What is the appropriate discount rate for valuing the estimated cash flows?
- What is the Terminal value?
- What is the value of JCC to Tamanna?

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1. What is managerial economics? "Managerial economics is a blend of basic economic theories and decision sciences" : Do you agree with the statement? Justify your answer.
2. Suppose that the total revenue and total cost from an activity are respectively given by the following equations: $TR = 200 + 30Q - 5Q^2$ and $TC = 100 + 10Q$
 - (a) Write out the equation for the marginal revenue and marginal cost.
 - (b) What is the equation for the marginal profit?
 - (c) What level of Q maximizes profits?
 - (d) At that level of Q, what is the level of profit?
3. Suppose a consumer has a utility function of $U = X^{0.5}Y^{0.5}$, where X and Y are the products that he consumes. If price of X is BDT 10 and price of Y is BDT 20, find the demand functions for X and Y if his income is BDT 200.

For Old Students

Assignment # 2

ELEC 4618

শুন্ন অব বিজ্ঞান

Bangladesh Open University

Programme :Commonwealth Executive MBA/MPA

Semester: 171, Level: 4th

Course Title: Managerial Economics

Submit by: October 12, 2018

1. Describe the relationship among total product, marginal product, and average product.
2. What is production function? Write down the Cobb – Douglas form of production function where A is the level of technology, Q is output and elasticity of output with respect to capital (K) and Labour (L) are 0.6 and 0.4 respectively.
3. Graphically explain increasing, decreasing and constant returns to scale.
4. Describe the law of diminishing returns to variable proportions. How is this law different from the law of decreasing returns to variable proportions?

শুধু অব বিজ্ঞান**Bangladesh Open University****Programme: Commonwealth Executive MBA/MPA****Semester: 171, Level: 4th****Course Title: Managerial Economics****Submit by: November 23, 2018**

1. What is market? Briefly mention the characteristics of different market structures.
2. What is price discrimination? Discuss the types of price discrimination.
3. Read the following passage and answer the questions those follow:

Water Supply Policy

The supply of water is a major public policy concern in the United States and even Canada. Water is used by households as well as businesses. The price elasticity of the demand for water has been estimated to range from -0.20 to -0.40 among households, and from -0.50 to -0.80 among business users.

However, not all water users are subject to metering. Even among households subject to metering, the price structure might conflict with conservation. The U.S. Environmental Protection Agency's Community Water System Survey for the year 2000 reported that 23% of water utilities levy a "flat fee" under which the user pays a fixed charge regardless of usage.

Environment Canada reported that, in the year 1999, 43% of residential users were charged a flat fee, while another 12% were subject to a declining rate structure within which the unit price decreased with usage. Average consumption was 70% higher among users subject to flat fees as compared with those subject to volume-based rates.

Answer the following questions:

- (a) How do you expect the price-elasticity of the residential demand for water to vary with the total annual consumption of the household?
- (b) Who benefit relatively more from a flat fee? Poor or rich households?
- (c) Considering that a large proportion of residential users face a flat charge or even decreasing unit prices, do you think that the price-elasticity of residential demand is under or over-estimated?
- (d) What are the implications of your answer in (c) for raising prices as a conservation policy?