

Bangladesh Open University

MBA Program

Semester: 182 (4th Level)

Course: Business Research Methods

Due on: December 6, 2019

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#8 of Semester Calendar) of your assignment with care.
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Questions

1. (a) What do you mean by Business Research?
 (b) Distinguish between exploratory research, descriptive research and causal research.
 (c) Discuss major phases of business research process.
2. (a) Define knowledge management. What is its purpose within an organization?
 (b) What type of operational questions could a delivery firm like FedEx expect to automate with the company's decision support system?
 (c) What makes a decision support system successful?
 (d) What is data warehousing?
3. (a) Why is convenience sampling considered to be a non-statistical sampling method?
 (b) Explain the difference between stratified random sampling and cluster sampling.
 (c) Give the name of the kind of sampling that was most likely used in each of the following cases:
 - (i) Wall Street Journal poll of 2,000 people to determine the president's approval rating.
 - (ii) A poll taken of each of the General Motors (GM) dealerships in Ohio in December to determine an estimate of the average number of Chevrolets not yet sold by GM dealerships in the United States.
 - (iii) A quality-assurance procedure within a Frito-Lay manufacturing plant that tests every 1,000th bag of Fritos Corn Chips produced to make sure the bag is sealed properly.
 - (iv) A sampling technique in which a random sample from each of the tax brackets is obtained by the Internal Revenue Service to audit tax returns.

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4. (a) Why proper definition of research problem is essential to business research? Explain.
 (b) Describe in brief the process of problem definition.
 (c) What is a research proposal? Discuss the sections of a research proposal.
5. (a) A professor wishes to develop a numerical method for giving grades. He intends to base the grade on homework, two midterms, a project, and a final examination. He wishes the final exam to have the largest influence on the grade. He wants the project to have 10%, each midterm to have 20%, and the homework to have 10% of the influence on the semester grade.

(i) Determine the weights the professor should use to produce a weighted average for grading purposes.

(ii) For a student with the following grades during, the quarter, calculate a weighted average for the course:

Instrument	Final	Project	Midterm-1	Midterm-2	Homework
Percentage Grade	64	98	67	63	89

(iii) Calculate an (unweighted) average of these five scores and discuss why the weighted average would be preferable here.

- (b) Avalon Bagel provides take-out service for a variety of breakfast items. The following table shows the number of orders that have been recently placed grouped by the size of the order in dollars.

Size of Order	Number of orders
\$0 to under \$5	10
\$5 to under \$10	12
\$10 to under \$15	14
\$15 to under \$20	5
\$20 to under \$25	9

- (i) What is the approximate average order size for this sample?
 (ii) What is the approximate variance for the order size for this sample?

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Course: MBA: Business Research Methods

Due on: January 31, 2020

(Answer all the questions in your own handwriting on A4 size white pages)

1.
 - (a) What do you mean by Hypothesis testing?
 - (b) Define: Null hypothesis and alternative hypothesis.
 - (c) Write down the steps to be performed for hypothesis test.
 - (d) What is the significance of understanding of confidence intervals?
 - (e) A business research class with 110 students recently had an exam. The mean exam score was a 78.3 and the standard deviation of the exam score was 7.2. What is the probability that a random sample of 32 exams has an average score more than 80?

2.
 - (a) The average battery life of the iPhone is reported to be 6.0 hours by Apple. Assume that the standard deviation for the battery life for this cell phone is 30 minutes. A random sample of 50 iPhones had an average battery life of 5.7 hours. Use a 90% confidence interval to test the validity of Apple's claim?
 - (b) A survey by Harris Interactive reported that 35% of college students prefer digital textbooks over traditional print textbooks. State University would like to confirm these results. A random sample of 125 students was asked their textbook preference and a total of 37 preferred the digital format. Use a 95% confidence interval to validate the Harris Interactive findings.

3.
 - (a) “The standard error of the difference between two means describes the variation in the difference between two sample means.” Do you agree? Explain.
 - (b) The management of the Green Bay Packers football team would like to test the hypothesis that the average price of a ticket is less than \$225 on the secondary market. A random sample of 40 customers paid an average of \$207 for their ticket. Assume that the standard deviation of the price of tickets for Packers games is \$43. The Green Bay Packers would like to set $\alpha = 0.01$. Use the critical value approach to test this hypothesis.
 - (c) The management of the Green Bay Packers football team would like to test the hypothesis that the average price of a ticket is less than \$225 on the secondary market. A random sample of 40 customers paid an average of \$207 for their ticket. Assume that the standard deviation of the price of tickets for Packers games is \$43. The Green Bay Packers would like to set $\alpha = 0.01$. Use the p -value approach to test this hypothesis?

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- (d) Traveler's Insurance would like to test the hypothesis that the average number of miles driven per month by a male teenage driver exceeds the average number of miles driven per month by a female teenage driver by more than 50 miles. The following data summarizes the sample statistics for the miles driven per month by each gender. Assume that the population variances are equal.

	Male	Female
Sample mean	685	580
Sample size	13	16
Sample standard deviation	130	120

Define Population 1 as male drivers and Population 2 as female drivers and use the critical value approach to test this hypothesis with $\alpha = 0.05$.

4. (a) "Analysis of variance compares the variance *between* samples to the variance *within* those samples to determine if means of populations are different." Explain.
- (b) "When the *F*-test statistic is greater than the critical *F*-score for ANOVA, the correct conclusion is to fail to reject the null hypothesis?" Explain.
- (c) The following data show the download speed in megabytes per second for a random sample of Smartphone users in three cities using four different networks.

Carrier	Locations		
	New York	Washington	San Francisco
AT&T	35	14	14
Sprint	12	7	8
T-Mobile	19	11	9
Verizon	30	12	9

Perform a randomized block ANOVA using $\alpha = 0.05$ to test if a difference exists in average download speed between these three cities.

5. (a) What are the statistical application in chi square tests?
- (b) When the chi-square test statistic is greater than the chi-square critical value when comparing two or more population proportions, we fail to reject the null hypothesis? Do you agree? Explain.
- (c) How will you calculate the degree of freedom?
- (d) Dave is a photographer who sells his prints at Jersey Art during the summer months on consignment. Dave sells three different size prints during the months of June, July, and August. The following contingency table shows the number of prints sold each month last summer.

Month	Print Sizes		
	11x14	13x19	16x20
June	3	12	5
July	18	17	15
August	10	20	0

Perform a hypothesis test to determine if the print size and the month that it was sold are independent variables using $\alpha = 0.01$.

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6.
 - (a) What is a report?
 - (b) Explain different parts of an analytical research report.
 - (c) State the methods of writing reference regarding (i) Books, (ii) Journals, (iii) Unpublished dissertation (iv) Thesis.

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শুন্ অৱ বিজ্ঞেয়
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Semester: 182 (4th Level)

Course: Economic Development and Planning

Due on: December 6, 2019

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Questions

1. Do you think that emergence of development economics was inevitable? Discuss.
2. Distinguish between least developed and developing country. What type of country is Bangladesh in terms of development process? Why?
3. "Prime mover in the economy is the investment"- analyze the statement.
4. Explain how the processes of cumulative causation analyze backwardness of a developing country.
5. What is human capital? Describe the best ways to build up a country's human capital.

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Questions

1. “Land reform is necessary for agricultural development.” Discuss.
2. What are the main features and effects of an industrialization based on protection from imports?
3. “Openness” is not the panacea that some suggest; and trade policy involves much more than the degree of anti-export bias. Explain.
4. Explain how are major health risks changing for different groups of countries.
5. **Go through the case and answer the question below the case:**

1. GLOBAL GOVERNANCE AND OBLIGATIONS

Preparing and responding to an influenza pandemic requires organization and cooperation between countries as well as within them. Poorer countries will not be able to protect their citizens from this pandemic without help from wealthier countries, and wealthy countries cannot fully prepare for a pandemic without information from poorer countries. More specifically, before a pandemic, surveillance and the sharing of samples of new infections are vital in order to develop effective drugs and vaccines against emerging strains. For influenza, the culling of livestock in cases of confirmed or suspected infection is also necessary. There is also evidence that at the earliest appearance of a new pandemic, helping poorer countries respond to the outbreak while it is still small might be able to either stop it altogether or at least slow down the spread of disease, giving wealthy countries more time to develop an effective vaccine that experts feel will be the only way to beat a global influenza pandemic.

Initial scenario: pre-pandemic preparedness

Scientists from Canada and other developed countries are working to develop drugs and vaccines against a strain of influenza and they need samples from Indonesia. However, Indonesian officials are refusing to share the newest virus samples because of concern that the country will not be able to provide its own citizens with access to newly developed drugs/vaccines. The problem of access to drugs/vaccines in Indonesia is related to both the small initial world supply once they become available and to their high cost, which will exceed what many countries are able to pay. These problems are in turn related to a very limited global manufacturing capacity and the largely private for-profit development of such products. Following Indonesia's lead, other countries consider refusing to share flu information and threaten to stop testing and culling livestock, stating that they have more pressing human public health concerns and that wealthy country must pay the full costs of monitoring for outbreaks and compensating for the resulting economic losses.

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Finally the WHO tests some samples from rural Indonesia and confirms the emergence of a new strain of highly transmissible human influenza. Limiting travel may be effective in delaying the spread of the disease, although this remains uncertain. In addition, there is some evidence to suggest that if all countries share their anti-viral stockpiles, the magnitude of the outbreak could be reduced.

Imagine that the outbreak initially occurred in Canada, where the WHO tests some samples from Vancouver and Toronto and confirms the emergence of a strain of highly transmissible human influenza.

Questions:

- (a) What are Canada's global obligations before, during, and after an influenza pandemic, to whom are they owed, and why?
- (b) Who should make these kinds of decisions?
- (c) How should these kinds of decisions be made?
- (d) In the absence of a consensus, how should these decisions be made?

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শুন্স অর বিজনেস
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Course: International Economics, Globalisation and Policy

Due on: December 6, 2019

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Questions:

1. What is globalization? Discuss the main trends of globalisation. Is globalization good for an economy like Bangladesh? Why or why not?
2. Summarise the main features of the trade policies of Bangladesh since 1971. Is there any unique feature in the current trade policy of Bangladesh that tells its support for open market economy?
3. What are the forms of regional economic integration? Explain how regional economic integration influences the level of globalisation of a country.
4. What is protectionism? Mention the arguments for and against trade protections. Explain how does trade protection affects the economic globalisation of a country. Based on the following data, identify the country which is more globalised economically and why:

Variables	Data		Weights
	Country X	Country Y	
Trade	3%	2%	21%
Foreign Direct Investment, stocks	4%	1%	28%
Portfolio Investment	3%	6%	24%
Mean Tariff Rate	10%	5%	27%
Taxes on International Trade	7%	6%	26%
Capital Account Restrictions	4	7	23%
Income Payments to Foreign Nationals	6%	4%	27%
Hidden Import Barriers	10	9	24%
International Treaties	6	10	25%
Actual Flows			50%
Restrictions			50%

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Questions:

1. How does migration influence globalization? Explain.
2. What are the roles of MNCs in Bangladesh? How do MNCs influences globalization? Explain.
3. What are the types of inward FDIs in Bangladesh? What is the trend? Mention the major sources of inward FDIs in Bangladesh.
4. Does globalisation speak to SDGs? Fill out the following matrix.

SDGs	Trade control	Trade liberalisation	Migration	Regional cooperation	FDI	BoP
Goal 1. End poverty in all its forms everywhere						
Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture						
Goal 3. Ensure healthy lives and promote well-being for all at all ages						
Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all						
Goal 5. Achieve gender equality and empower all women and girls						
Goal 6. Ensure availability and sustainable management of water and sanitation for all						
Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all						
Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all						
Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation						
Goal 10. Reduce inequality within and among countries						
Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable						
Goal 12. Ensure sustainable consumption and production patterns						
Goal 13. Take urgent action to combat climate change and its impacts*						
Goal 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development						

SDGs	Trade control	Trade liberalisation	Migration	Regional cooperation	FDI	BoP
Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss						
Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels						
Goal 17. Strengthen the means of implementation and revitalize the global partnership for sustainable development						

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Questions

1. Discuss the functions and structures of financial markets.
2. Define money. Explain the inconveniences attendant upon barter system and show how the introduction of money removes them.
3. What do you understand by money multipliers? Discuss the determinants of money multiplier.
4. What determines the quantity demanded of an asset? Discuss.
5. Graphically explain how the equilibrium interest rate is determined in the bond market?

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Questions

1. What is meant by monetary policy? Briefly explain the instruments of monetary policy.
2. Discuss the factors that affect exchange rates in the long-run.
3. 'A country is always worse off when its currency is weak'- Is this statement true, false or uncertain? Explain your answer.
4. How can a large balance of payments surplus contribute to the country's inflation rate?
5. **Go through the case and answer the question below the case :**

Exchange Rates

Investors embraced the perceived safety of the American dollar as the financial crisis shook the world in 2008. But since March 2009, as stock markets rebounded and investors again rolled the dice in riskier markets, the dollar has suffered, raising questions about whether its status as a go-to currency for trade and investment would fade in the coming years.

Washington officially supports a strong dollar, but a weaker dollar, while raising the prices of imported goods like oil, also helps give American manufacturers an edge in foreign markets by decreasing the relative price of their products. Officials in the Obama White House have done little to curb the dollar's more recent slide.

As budget deficits reached an estimated \$1.6 trillion for 2009 and the government printed money to finance its financial rescue programs, other countries and investors started to get nervous. China, which holds the most dollar reserves, raised concerns about rising American debt, and some of its top officials floated proposals that would replace the dollar as the world's reserve currency. Global investors began putting more of their money into Euros. And in October, rumours surfaced that the oil-producing countries would stop pricing oil in dollars, though that speculation was quickly batted down by governments in the Middle East and Russia.

The American economy is still the largest in the world, and with so many trillions of dollars being held by foreign governments, the dollar's dominance in world markets is not likely to fade quickly.

Note: Submit your assignment to the Coordinator of the Study Center you are attached with.

Questions:

- (a) Define the term 'exchange rate'.
- (b) Analyse the effects of a falling dollar on the US economy?
- (c) Discuss how falls in the value of the US dollar will affect US businesses that trade with the European Union.

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Questions:

1. (a) What is trade? In what respect international trade is more challenging than the domestic transactions of goods?
 (b) Discuss the theory of comparative advantage in trade?
 (c) Explain the benefits of free trade?
2. (a) What do you understand by the term trade liberalisation? What are the costs of trade liberalisation?
 (b) Comparing between Bangladesh and India, which country is more liberal of trade? Why?
 (c) "There is a trade-off between trade liberalisation and domestic industrialization" – do you agree with the statement? - Justify.
3. (a) What is exchange rate system? Explain the alternative exchange rate regimes/systems?
 (b) Distinguish between devaluation, revaluation, depreciation and appreciation.
 (c) Explain how devaluation/depreciation of domestic currency helps export promotion? Is it inevitable that export will be increased in a developing country like Bangladesh if its currency is devaluated? Explain

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1. (a) Define portfolio investment. How it is different from direct investment?
- (b) Describe the welfare effects of portfolio investment.
- (c) How the foreign direct investment benefits the host as well as home country? Why sometimes home country workers go against the outward foreign direct investment? Explain.

2. **Case study**

FDI and Trade Balance: Bangladesh

Our trade scenario with neighbouring India is traditionally unfavourable. Bangladesh government has been looking for the alternative ways to squeeze this trade gap since long. However, the rate of progress in this case is not so satisfactory. In these circumstances, India's TATA group's interest for investing in Bangladesh could have been welcomed by the Bangladesh government. TATA Group had proposed US\$ 3 billion investment in four ventures in Bangladesh. The TATA projects, once they could have been operational, would have given Bangladesh a net business of \$951 million annually, a report prepared by Economist Intelligence Unit said. The report forecasted that the planned steel, power, fertiliser and coal plants of TATA would have the potentials to turn the country's current account deficit into the positive territory by the year 2015. The economic unit's report said that over the 25 years lifetime off the projects the investment was estimated to result in a net inflow of \$17.6 billion, the same projection that the TATA authorities themselves made earlier. 'It will be second largest taxpayer after the British American Tobacco Bangladesh,' Alan Roseling, executive director of TATA Sons, said.

Questions:

- (a) What type of investment TATA was planning – portfolio investment or FDI? What could have been the effect of TATA investments on the balance of payments of Bangladesh?
- (b) Do you think, it could have been right to invite TATA to invest in our country? What could have been the long-term and short-term impact of TATA investment on our economy?
- (c) Do you think Bangladesh must attract more FDI to improve the current account balance situation? Justify your answer.