

Bangladesh Open University
BBA Program
Semester: 162 (8th Level – Management)

Course Title: Strategic Management

Due on: 04 August, 2017

Instructions

- Answer the all questions in your own handwriting on A4 size white paper.
- Fill-in the cover page of your assignment with care.
- Enclose the photocopy of your ID Card with the assignment (next to the cover page).
- Don't make spiral binding. Instead, make soft binding.
- Submit the assignment to the respective course tutor and ensure his/her signature on your Assignment Acknowledgement Form (see page#3 of Semester Calendar).

Questions

1. (a) What is strategic management? “Strategy as an emergent process” comments on this statement.
(b) Describe major issues of strategic management to facing today’s changing environment.
2. (a) What is an industry? Explain the stages of the industry life cycle. Explain the Michael Porter’s Five Forces model of competition analysis.
(b) Explain the Michael Porter’s Five Forces model of competition analysis.
3. (a) What do you mean by competitive advantage? Explain the features of core competencies.
(b) Explain the main components of generic building blocks of competitive advantage.
(c) How will you analyze the competitive advantage and profitability? Explain.
4. (a) Explain the ways of achieving superior efficiency of a company.
(b) How will you achieve the superior responsiveness to your customers’ demand? Discuss.

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Due on: 15 September, 2017

1. (a) What is business level strategy? How will you develop a business-level strategy to strengthen your organization? Describe briefly.
(b) What investment strategies will your company pursue to support its generic strategy? Describe.
2. (a) What is horizontal integration? Describe the advantages and disadvantages of horizontal integration.
(b) What are the alternatives to vertical integration? Describe.
3. (a) What is diversification? Describe the types of diversification.
(b) When a company goes to related diversification of a business? Explain.
4. (a) How implementation of strategy can be successful through managing organizational culture? Explain.
(b) Explain how the strategy can be implemented in a single industry.
5. (a) Discuss the problems in implementing corporate strategy through multidivisional structure.
(b) How business strategy can be implemented across the countries? Describe.

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Course Title: Organizational Development

Due on: 04 August, 2017

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Questions

1. (a) What do you understand by organizational development?
(b) “Organizational development is a process that focuses on organizational culture, processes and structure” – Illustrate the statement.
(c) Explain the stages of organizational transformation process.
2. (a) Explain the normative goals that are proposed by OD practitioners regarding the statement of OD values.
(b) Describe the contribution of survey research and feedback steam in the history of OD.
3. (a) Describe the rules and assumptions of organization development.
(b) Explain the implications of OD values and assumptions for dealing with individuals, groups and organizations.

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1. (a) What is power? Explain the sources or bases of power.
(b) Discuss the role of power and politics in the practice of OD.
2. (a) Explain the Porras and Robertson Model of organizational change with diagram.
(b) Describe the participation and empowerment model of OD.
3. (a) Explain Action Research Model as a problem solving approach.
(b) Describe the major principles that involves in creating an effective change management system.

Bangladesh Open University
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Course Title: Industrial Relations

Due on: 04 August, 2017

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Questions

1. (a) Define Industrial Relations. State the objectives of industrial relations.
(b) Distinguish between unitary approach and pluralistic approach to the study of industrial relations.
2. (a) Discuss the essentials for sound industrial relations in different organizations of Bangladesh.
(b) Discuss the major challenges of industrial relations in Bangladesh.
3. (a) What is a trade union? Explain the procedure for registration of a trade union.
(b) Explain the pre-conditions for success of insider leadership in trade unions of Bangladesh.

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Course Title: Industrial Relations

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1. (a) What do you mean by industrial dispute? Explain different forms of industrial disputes.
(b) Explain the procedure for settlement of industrial disputes in Bangladesh.
2. (a) What do you mean by employee grievances? What are the different ways to know employee grievances? Explain.
(b) Who is a collective bargaining agent? Discuss the process of collective bargaining.
3. (a) What is a labor court? Discuss the performance of labor courts in Bangladesh.
(b) What is ILO? Discuss the policies and activities of ILO in Bangladesh.

Bangladesh Open University
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Semester: 162 (8th Level– Management)

Course Title: Total Quality Management

Due on: 04 August, 2017

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Questions

1. (a) What do you mean by quality and total quality management?
(b) Explain the six basic concepts of total quality management?
2. (a) Define the terms internal customer and external customer.
(b) Explain the guidelines provided by Deming for the improvement of an organization and quality.
3. (a) What do you mean by strategic quality planning?
(b) Explain the seven basic steps in strategic quality planning.
(c) Write short notes on:
 - (i) Quality council.
 - (ii) Quality philosophy.
 - (iii) Problem-solving method.

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Due on: 15 September, 2017

1. (a) Define empowerment. Explain the conditions that require to create an empowered environment.
(b) Discuss the basic stages of team building.
2. (a) Discuss the process of benchmarking.
(b) Explain the benefits of ISO registration.
3. (a) Discuss the quality function deployment (QFD) process with example.
(b) Describe different parts of the house quality.