

শুধু অথ বিজ্ঞান

Bangladesh Open University

Programme : Commonwealth Executive MBA/MPA

Semester: 161, Level: 2nd

Course Title: Management Information Systems

Submit by: 11 August 2017

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#4 of Semester Calendar) of your assignment with care.
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1. Explain the impact of Information Technology on business process.
2. Explain the common business functions and processes in an organization and their relationship to MIS.
3. Describe how IS planning has evolved and relate to new planning strategies for e-business and IOS.
4. Identify three major differences between the four eras of IS, DP, MIS, SIS and IOS. Why do planning methods have to undergo significant change now?

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1. Explain stages of growth in IS and e-business.
2. Describe the Principles of the balanced score card.
3. Explain the cultural implications of global communities and the impact on IOS and e-business networks.
4. Develop an approach to customer relationship management and a plan for e-branding.
5. Read carefully the case bellow and answer the questions below.

Case: IT in the Construction Industry

Many people think that the most widely used tool in a construction project is the hammer, but it's probably a filing cabinet or fax machine. The \$3.4 trillion US construction industry is highly paper intensive. A complex project such a large building requires the co-ordination of many different groups and hundreds of architectural drawings and design documents, which can change daily. Costly delays because of misplaced documents could make or break a company in an industry with razor-thin profit margins of 1 to 2 percent.

Web technology is starting to address this problem. New web-based construction project management systems enable project managers to exchange documents and work online wherever they are using web browser software. Auto Desk Building Corporation services, for example, offers customers a shared central space where project managers can exchange documents with engineers and architects, track scheduling and performance, and hold online meetings.

Questions:

- (a) What are the management benefits of using web-based construction management software?
- (b) How can the systems as mentioned be used to share knowledge and experiences for better management of projects and tasks at hand?
- (c) What problems might be associated with such web-based systems? How can those problems be tackled?

শুনে অব বিজনেস

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Course Title : Operations Management

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1. (a) Define operations management.
(b) How is operations management different from production management?
2. (a) "Operations management is a multi-disciplinary function." Do you agree with the statement? Why?
(b) Explain how the knowledge of product's life cycle helps an operations manager formulate operational strategies.
3. (a) Distinguish between feedback and feedforward control systems.
(b) Describe the external and internal conditions of environmental scanning.
4. (a) What relationship exists among the layout decisions, capacity decisions and scheduling?
(b) Discuss the types of various layouts.

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1. (a) Why is stock out cost difficult to determine? Suggest an approach, which might be used to estimate it.
(b) What are the objectives of MRP? Explain the five important elements of MRP.
2. (a) What is capacity planning? Discuss the fundamental differences between long term and short term capacity decisions.
(b) Discuss the phases of plant location theory.
3. (a) Explain the five components of job design.
(b) What are predetermined time standards?

4. Go through the case and answer to the questions given below the case.

Gititabya guitar fabrication shop produces low cost, highly durable guitars for beginners. Typically, out of the 100 guitars that begin production each month, only 80 percent are considered good enough to sell. The other 20 percent are scrapped due to quality problems that are identified after they have completed the production process. Each guitar sells for Tk. 250. Because some of the production process is automated, each guitar only requires 10 labor hours. Each employee works an average 160 hours per month. Labor is paid at Tk. 10/hour, materials cost is Tk. 40/guitar, and overhead is Tk. 4,000.

Question:

- (a) Calculate the labor and multifactor productivity ratios.
- (b) After some study the operations manager Rahim Afzal recommends 3 options to improve the company's multifactor productivity:
 - (i) Increase the sales price by 10 percent;
 - (ii) Improve quality so that only 10 percent are defective; or
 - (iii) Reduce labor, material, and overhead costs by 10 percent. Which option has the greatest impact on the multifactor productivity measure?

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1. (a) What is human resource management? Explain the major functions of human resource management.
- (b) Why has HRM risen to prominence? Explain.
- (c) Describe the past, present and future of human resource management.
2. (a) What do you mean by strategic human resource management (SHRM)? Explain the strategies of strategic human resource management.
- (b) Why is strategic human resource management? Explain.
3. (a) What is human resource planning? Who does human resource planning?
- (b) Describe the factors for forecasting demand for employees? Discuss.
- (c) Explain the considerable factors of an HR/Staffing Plan.

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1. (a) What is job analysis? Why is job analysis conducted? Explain.
(b) How is job analysis carried out? Briefly describe.
(c) What is job design? Explain the approaches of job design.
2. (a) What is recruitment? Explain the sources of recruitment.
(b) What is selection? Describe in brief the methods of selection.
(c) What is orientation? Describe the purposes of orientation.
3. (a) What do you mean by learning? Explain the barriers to learning and development.
(b) What is training? Describe in brief the methods of training needs analysis.
(c) Describe the methods of evaluation.
4. **Go through the case and answer to the questions given below the case.**

Susan Chapman is southern regional manager of Lucky Food Stores a chain of supermarkets in the western United States. Five district supervisors report to her. Each of these district supervisors, in turn, oversees the activities of eight to twelve stores.

One spring morning as Susan was going over her morning reports, her secretary buzzed her on the intercom. "Ms. Chapman, did you see the business section in this morning's paper?" "No, why?" Susan answered. "Well, it says here that Chuck Bailey has accepted the position of Arizona regional manager for Safeway," Leaping to her feet, Susan quickly went to see the write-up for herself.

Susan's concern was not unwarranted. Chuck Bailey was one of her district supervisors. He had been with Lucky for four years in his current job. Lucky had hired him away from Alpha Beta Markets, where he had been a store manager. Susan felt hurt that she had to learn of Chuck's departure through the newspaper, but she knew she would soon get over that. What was more relevant was that Chuck was a very effective supervisor- his district consistently outperformed the other four. And where was she going to find a competent replacement?

Several days passed. Susan talked with Chuck and sincerely wished him well in his new job. She also discussed with him the problem of finding a replacement. Her final decision was to transfer one of the supervisors from a smaller district in her region into Chuck's district, and to begin an immediate search for someone to fill the smaller district's supervisor vacancy.

Susan went to her files and pulled out the job description for a district supervisor's position (no job specification was available). It described the job's duties: ensuring that corporate standards of cleanliness, service and product quality are maintained; supervising store managers and evaluating their performance; preparing monthly, quarterly and annual revenue and expense forecasts for the district, making cost savings, suggestions to head office and/or store managers; coordinating buying; negotiating cooperative advertising programs with suppliers; and participating in union negotiations.

Questions:

- (a) What recruitment sources do you think Susan should pursue? Why?
- (b) Would you recommend discrete or comprehensive selection? Explain.
- (c) Define the factors that should predict success on this job.

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Semester: 161, Level: 2nd

Course Title: Economic Environment of Business Submit by: 11 August 2017

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1. What is Real GDP? If both the price level and Nominal GDP increase by 5%, what will happen to the Real GDP?
2. Distinguish between the shift of the demand curve and movement along the demand curve. If the unit price of compressed natural gas (CNG) is increased, what will happen to the demand for Octane in Bangladesh? Use graphs.
3. Suppose, due to the political unrest in the country, the transportation of the vegetables from urban areas to Dhaka city has been hampered severely. Do you think the supply of vegetables in Dhaka city has been affected for this political unrest? If yes, how? Show in graphs.
4. What is equilibrium? Describe, using demand and supply curves, how market equilibrium is achieved? Show graphically the change in the market-clearing price of potato due to each of the following facts: (a) Price of potato has been increased; (b) Prices of inputs for potato production has been decreased; and (c) Due to bad weather, the production of potato has been hampered severely.
5. Define income elasticity of demand. Suppose, if the income of the consumer is increased by 50%, the demand for fat rice is decreased from 10 Kgs to 3 Kgs per week. (i) Calculate the income elasticity (E_M) of demand for fat rice (ii) What type of the commodity fat rice (nature) is in this case?
6. Define the concept of economies of scale. Do you think the school of business, BOU, may enjoy economies of scale if it expands the enrolment of students in the CEMBA program? If yes, why?
7. What is oligopoly? "Oligopolists may act as a monopolist firm". Do you agree with the statement? If yes, explain how the equilibrium output and price are determined in that case? Identify the commodity(s) whose market structure is oligopolistic: Gas, Petroleum, Cell phone service, and Electricity.

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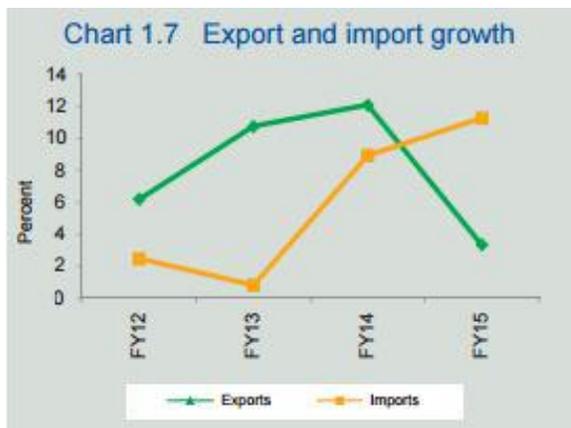
Semester: 161, Level: 2nd

Course Title: Economic Environment of Business Submit by: 20 October 2017

1. What is money? Why people want to keep cash in hand?
2. What do you mean by current account balance? If the merchandise export exceeds merchandise imports in a particular fiscal year, can we infer that the current account balance in that year will be in surplus inevitably?
3. What is inflation? What are the commonly used measures of inflation? If the prices of the inputs used for producing necessary items increase remaining all other prices unchanged, what kind of inflation may happen in the economy?
4. **Case study:**

Trade balance in Bangladesh

The export earnings (including EPZ) continued to increase; from USD 29777 million in FY14 to USD 30768 million in FY15. During the same time, total import payments increased from USD 36571 million to USD 40685 million. The services and income account including primary income and secondary income registered a surplus of USD 8271 million.



Current account balance registered a deficit of USD 1645 million in FY15, which was a surplus of USD 1406 million in FY14. The capital and financial account continued to register surplus and rose to USD 5791 million in FY15 from USD 3453 million in FY14. The overall balance of payments registered a surplus of USD 4373 million in FY15, which was USD 5483 million in FY14. Gross international foreign exchange reserves stood at USD 25021 million at the end of FY15 representing 7.4 months of import cover. [Source: Bangladesh Bank

Annual Report, 2014-2015].

Questions:

- a. What is the trade balance in FY2015? What was the growth rate of the trade balance between FY 2014 and FY2015?
- b. What was the main factor liable for current account balance in FY 2015?
- c. What was the condition of the overall balance of payments in FY 2015? What is the trend in overall balance of payments in recent years (consider FY2014 and FY2015 data)?
- d. Do you think we are better off in terms of foreign reserve? Why? Why not?

শুন্ন অব বিজ্ঞেয়

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Course Title: Public Systems Management

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1. Define Public System Management. Compare the process of public administration reform in Australia, New Zealand, UK, and The United State.
2. Describe the meaning of public policy. Summarise the functions of Government that are addressed by many scholars.
3. What is IMC? Describe the IMC Model of Programme Implementation.
4. What are the constitutional and Governmental provisions in Bangladesh that help the legislature and the Judiciary to influence and interval with public administration?

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1. Define responsive administration. Explain specific environmental elements towards which public administration has to be responsive.
2. Identify the administrative roles of public managers in Bangladesh. What are the requirements for fulfilling those roles? Explain.
3. **Go through the case and answer to the questions given below the case.**

Kandura City Development Project

Kandura is a fast developing city situated in the southeastern province of the country. It is the trade centre for more than 50,000 people in the area. Previously, the roads in the city were very narrow and there was much congestion caused by vehicular and pedestrian traffic. The need for widening the roads for developing the city was imperative and that the political authority of the area urged the central government to initiate a city development project for Kandura.

After preliminary discussions, the central government assigned the project to the Highway Development Authority (HDA) that, with the assistance of a foreign company, designed the project. At the beginning of the project, there was consensus on certain issues. The central government agreed that acquiring land and paying compensation would be the responsibility of the government while the company would be responsible for the construction work. The provincial engineer's office (PEO) was in charge of road maintenance in the province; therefore, the HDA on behalf of the central government assigned the acquisition of land to the PEO.

The provincial engineer, Mr. Ebrahim, was a well-experienced senior officer of the National Engineering Service. He came for the preliminary discussions and thought that the project would be implemented under his leadership. But the political authority of the area wanted this to be a special project.

The HDA appointed a Deputy General Manager as the head of the project and initiated the project under his leadership. The Deputy General Manager assigned the responsibility to a young qualified engineer, Mr. Mooshin, who had recently returned to the country after obtaining postgraduate qualifications from a foreign university. It was his first assignment after his arrival to the country.

Young Mr. Mooshin wanted to finish the construction work as quickly as possible to show his capability to his supervisors. He didn't give serious thought towards the acquisition of land next to the roadside. He thought that it was the responsibility of the Provincial Engineer.

The Provincial Engineer, Mr. Ebrahim was not in good terms with Mr. Mooshin. There was a touch of professional jealousy between the two and both of them didn't discuss the matter cordially.

The foreign company prepared an action plan with a consultant. They wanted to complete the project within eight months. The first step was clearance of land. For this task, they allocated two

months. But the two months passed without acquiring land. The foreign company started construction work as scheduled in May 1999 although land acquisition had not been done.

When the construction work started, the Provincial Engineer Mr. Ebrahim went abroad for further training and another young inexperienced engineer, Mr. Praba, was appointed to cover up his duties. Mr. Praba had to learn his work by studying the various records and files and had to manage only with the knowledge he gained from such learning.

Acquiring land is quite an important component in this multi-million-dollar project. When using private property for a government purpose, the government has to repay the value of the land they acquired for that purpose. According to the law of the country, the Minister of Land should gazette the Divisional Secretary of the area (DS) as the land acquisition officer. When the Gazette notification is published, the DS as the acquiring officer goes to take over the lands from the landowners. He takes over the lands in front of a valuation officer appointed by the government. The valuation officer takes into account all the valuable property, buildings, trees and the like, when he assesses the value of the land. Compensation is based on this assessment. When construction was under way, an election was announced to select the Provincial Council members and the Chief Minister. The political authority of the area wanted the project to be completed before the election.

As the government press was busy with printing ballot papers, the gazette notification for acquiring land didn't arrive on time. Although land acquisition had not been completed, the political authority together with Mr. Mooshin the engineer managed to demolish private property to carry on construction work to widen the road. With the support of the enthusiastic Mr. Mooshin and the political authority, the Construction Company completed the project three weeks before the elections. The political authority ceremonially opened the widened road with other distinguished guests.

The Gazette notification came one month after the elections declaring the DS as the acquiring officer. The DS together with the valuation officer went to acquire lands from the landowners. The valuation officer pointed out that he had to value the land on the acquiring data and he could not give an estimate including all the buildings, trees and the like which had been demolished for road construction and were not there at the date of assessment.

The landowners demanded compensation for the valuable property lost to them because of the road construction. The valuation officer expressed his inability to give an estimate to the lost property. The DS had to answer the questions of people who came to the Divisional Secretariat almost every day to demand compensation. The Provincial Engineer put the blame on the Government Press for their inability to publish the Gazette notification in time. The newly elected political authority maintained that people should be paid for their lost property somehow. Two of the former Provincial Council member who were defeated in the last election put the blame for their defeat on public officers' failure to pay timely compensations for acquisitions.

Questions:

- (i) Identify all the stakeholders of the above project.
- (ii) Against each stakeholder, list the objectives each wanted to achieve through implementation of the project.
- (iii) How could project administrators avoid such problems? Suggest ways and means.