

Bangladesh Open University

BBA Program

Semester: 171 (7th Level)**Course: Operations Management****Due on: March 02, 2018****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).
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Questions

1. (a) What is operations management? Explain the historical development of operation management.
(b) Discuss the current issues of operations management.
2. (a) What is operations strategy? Discuss the corporate strategy design process of operations management.
(b) Discuss the steps of developing the manufacturing strategy of operations management.
3. (a) What is product design? Discuss the product development process of product design.
(b) Explain the economic analysis of product development project.
4. (a) What is process? Discuss the types of process.
(b) What do you mean by process throughput time? Draw some suggestions for reducing the throughput time of a process.

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Due on: April 13, 2018

1. (a) What is process selection? Explain the process flow structures.
(b) What does product-process matrix tell us? Explain.
(c) What does the product volume affect break-even analysis? Explain.

2. (a) What are some reasons project scheduling is not done well?
(b) The following represents a project that should be scheduling using CPM.

Activity	Immediate Predecessors	Times (Days)		
		a	m	b
A	-	1	3	5
B	-	1	2	3
C	A	1	2	3
D	A	2	3	4
E	B	3	4	11
F	C . D	3	4	5
G	D . E	1	4	6
H	F . G	2	4	5

3. (a) Distinguish among the process inventory, safety stock inventory and seasonal inventory.
(b) The Speedy Grocery Store carries a particular brand of coffee which has the following characteristics;

Sales = 10 cases per week
 Ordering cost = TK. 10 per order
 Carrying Change = 30% year
 Item cost = TK. 60 per case

Questions:

- a) How many cases should be ordered at a time?
 - b) What is the annual cost of ordering and carrying coffee?
 - (c) What factors might cause the company to order a large or smaller amount than the EOQ?
4. (a) Describe the priority rules for the allocation of jobs to the respective machines.
(b) How will you schedule your workers for providing service? Discuss.

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Semester: 171 (7th Level)

Course Title: Project Appraisal and Management

Due on: March 02, 2018

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Questions

1. (a) What is a project? Explain with an example.
(b) Why are projects and project management crucial in helping an organization achieve its strategic goals?
2. (a) Discuss different forms of organization structure for projects with their strengths and weaknesses.
(b) What are the implications of an organizational culture on the project management process? Explain.
3. (a) A company is considering an investment proposal to install a small oli mill. The project will cost Tk.1,00,000. The estimated net cash inflows from the proposed investment proposal are as follows:

Year	Net cash Inflow
1	19,000
2	23,000
3	27,000
4	31,000
5	33,000

Compute the following:

- (i) Net Present Value (NPV) at 10% discount rate.
 - (ii) Internal Rate of Return (IRR).
- (b) What is IRR? What are the several problems with IRR that make NPV more robust/vigorous determinant of project viability?

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1. (a) Explain six criteria for a useful project selection model.
(b) Suppose that a project required an initial cash investment of \$24,000 and was expected to generate inflows of \$10,000, \$10,000 and \$10,000 for the next three years. Further assume that our company's required rate of return for new projects is 12%. Is this project worth funding? Is it still a good investment when the company's required rate of return is 15%.
2. (a) Why is cost estimation such an important component of project planning?
(b) Describe the top-down budgeting process.
3. (a) Distinguish between PERT and CPM.
(b) Scheduling personnel of LEXUS Company Ltd. have decided to apply CPM method in preparing production schedule and furnished the following information:

Activity	Immediate Predecessor	Expected time
A		5
B	A	14
C	B	9
D	A	15
E	D	10
F	C, E	4
G	F	2
H	G	0

Using the given information determine:

- (i) A network diagram;
- (ii) Which path is the critical one; and
- (iii) Which activity have slack time and how much?

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Semester: 171 (7th Level)**Course: Business Ethics****Due on: March 02, 2018****Instructions**

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Questions

1. (a) "Ethics and business ethics are essentially the same thing". Do you agree with the statement? Why or why not? Explain.
(b) Distinguish between business ethics and Islamic ethics?
(c) Discuss the scope of business ethics.
2. (a) Name the major ethical theories. Describe the different philosophical models of ethics.
(b) What are the various tools of ethics? Explain.
(c) State the approaches to moral reasoning.
3. (a) What are the responsibilities of society to business? Explain.
(b) Discuss the legal measures for social responsibility.
(c) Describe the changing role of business ethics.

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Semester: 171 (7th Level)

Course: Business Ethics

Due on: April 13, 2018

1.
 - (a) What do you mean by changing values of management? Discuss the approaches of managerial ethics.
 - (b) Explain the right and obligations of management to business.
 - (c) Describe the factors of managerial unethical practices.

2.
 - (a) Explain the five models of assigning collective responsibility.
 - (b) Can corporation make moral decisions? What is the underlying mechanism? Explain.
 - (c) How would you create an environment for implementing morality in a corporation? Describe.

3.
 - (a) What employee rights are permitted in business ethics?
 - (b) Explain the expectation to and from employers and employees.

4.
 - (a) Why interdependency of buyers and sellers is important? Explain.
 - (b) Explain the rationales behind emergence of consumerism.
 - (c) How production and consumption is tagged with the ecological system?

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Semester: 171 (7th Level)

Course Title: Portfolio Management**Due on: March 02, 2018****Instructions**

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Questions

1.
 - (a) What is Portfolio?
 - (b) Define Investment. Distinguish between the financial and economic meaning of investment.
 - (c) State and explain the objectives of investment activity.
 - (d) There is a trade-off between risk and return” – Explain this statement.
2.
 - (a) What is the meaning of risk?
 - (b) “Financial risk is a function of financial leverage”- Explain.
 - (c) What is Beta? How is it interpreted?
 - (d) A share is currently selling at Tk. 75. It is expected that a dividend of Tk. 8 per share would be paid during the year and the share could be sold at the Tk. 81 at the end of the year. Calculate the expected return from the share.
3.
 - (a) What is fundamental analysis?
 - (b) Describe the techniques of short-term economic forecasting.
 - (c) Fundamental analysis provides an analytical framework for rational investment decision-making” Explain.

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Course Title: Portfolio Management

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1. (a) What is company analysis? Explain how financial ratios can be used to determine the strengths and weakness of a company?
- (b) What is random walk theory? Explain the weak form of the efficient capital market hypothesis.
- (c) How does the competitive condition in an industry affect the performance of the industry?
2. (a) What is portfolio analysis? Explain the process of portfolio analysis.
- (b) Calculate the portfolio variance and standard deviation for a portfolio having the following characteristics.

Securities	Return (%)	Standard Deviation	Proportion of Investment
A	41	11	0.2
B	17	9	0.3
C	52	15	0.5

Correlation Coefficients:

A and B = 0.8

A and C = 0.2

B and C = 0.5

3. (a) Distinguish between the feasible set of portfolios and the efficient set of portfolios.
- (b) Explain the concept of efficient frontier in the context of portfolio selection.
- (c) Given the following information:

	A	B	C	D
Beta	1.10	0.8	1.8	1.4
Return (%)	14.5	11.25	19.75	18.5
Standard Deviation (%)	21.0	17.6	25.3	24.6

Risk free rate of return = 5%

Market return = 13%

Calculate:

- (a) Sharpe ratio
- (b) Treynor ratio
- (c) Jensen ratio

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Questions

1. (a) What is retailing? What are the functions of retailers?
(b) Discuss the retail management decision process.
(c) What types of decisions do retail managers make?
2. (a) What is an electronic agent? What benefit does it offer to customer?
(b) Discuss the different types of retail ownership.
(c) How does service retailers differ from merchandise retailer?
3. (a) How can retailer build a sustainable competitive advantage?
(b) What steps do retailer go through to develop a strategy?
(c) What type of different strategic opportunities can retailer pursue?

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Course Title: Retailing Management

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1. (a) What is the strategic profit model? Discuss.
(b) What measures do retailers use to assess their performance?
(c) Why do retailers need to evaluate their performances?
2. (a) Which types of location are growing popularity with retailer?
(b) Discuss the factors affecting the attractiveness of site.
(c) Which types of locations have become less desirable for retailers in recent years?
3. (a) What is CRM? Discuss the CRM Process.
(b) How do retailers determine who their best customers are?
(c) How can retailers build customer loyalty?