

শুধু অব বিজনেস

Bangladesh Open University
Commonwealth Executive MBA/MPA Programme
Semester: 162 (3rd Level)

Course Title: Strategic Management

Submit by: March 2, 2018

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.
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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Old Students: Students having ID numbers beginning with 142 or earlier.

1. Discuss the function and composition of the Strategic Management and Planning Cycle (SMPC) and identify the strategic element within an organization.
2. What is strategy equation? Identify and explain the link between the "Strategy Equation and the Strategy Landscape."
3. Describe the function and use of output and outcome analysis and its relationship with the process Chain Analysis Model.

শুধু এক বিজ্ঞান

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Semester: 162 (3rd Level)

Course: Strategic Management**Submit by: April 20, 2018**

1. Explain the place and role of functional and generic approaches to strategy analysis and choice.
2. Discuss the competitive forces approach to industry analysis and its key ingredients.
3. Go through the case and answer to the questions given below the case.

Duke's Business Plan

As the Business team sits at their round conference table, Rita brings up an issue now near to her heart. She has just become engaged to Duke, who works for Pepsi Co. Duke is worried about his new job. Coke's CEO Robert Goizueta has created more wealth for shareholders than any CEO in history with the single focused strategy of making Coke the domestic and international drink. On the other hand, Pepsi is a conglomerate with domestic and international drinks; restaurants such as Sonargaon, Sheraton, Sundarban, and Pizza Hut etc; Bottling operations. While Coke has been focused on selling Coke, Pepsi has diversified, pouring billions of dollars into other capital-intensive business. Some think Pepsi has lost the cola wars, both in Bangladesh and overseas. Duke wants the team's advise about what strategic help he can give his new boss.

Questions:

- (a) Taking the steps in the strategic process in order, what advice do you think the team should give Duke?
- (b) What factor do you think have led Pepsi to choose its strategy instead of Coke's strategy?
- (c) What strategic planning changes would you recommend to Pepsi and why?

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Course: Public Policy

Submit by : March 2, 2018

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1. Define public policy. Why is policy-making an important field of study?
2. Is policy-making simply decision-making or is there more to it?
3. Explain the formal way in which in which legislation is developed in Westminster systems.
4. What difference does the structure of government make on the policy-making process?
5. Explain the role and limitations of the political executive in policy-making.

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Semester: 162 (3rd Level)

Course: Public Policy

Submit by: April 20, 2018

1. Discuss the relative impact of various groups on policy.
2. Do citizens accept all or any policy that is determined by the policymakers in government?
3. Describe the normative-optimum model of policy-making and explain its strengths and weaknesses as models.
4. **Case Study: Plastic Bags Banned in San Francisco**

San Francisco—In March 2007, the Board of Supervisors passed and the mayor signed into law a ban on plastic bags. The ordinance bans San Francisco's chain supermarkets and pharmacies from offering traditional plastic bags to their customers. If the stores continue to pass out bags, they must be reusable, made of recyclable paper, or composed of biodegradable plastic.

To give the stores time to comply, the ban went into effect for supermarkets six months after passage and for pharmacies, one year after passage. The ban only applies to large supermarkets (an estimated 54 are in the city) and to pharmacies with at least five stores in San Francisco.

San Francisco is the first city in the United States to ban plastic bags. Other countries, including Australia, Denmark, Ireland, South Africa, and Switzerland, have imposed taxes, bans, or restrictions on plastic bags. Plastic bags are an environmental problem, littering cities, clogging storm drains, harming wildlife, and taking up space in landfills. Since they are not biodegradable, they ultimately break down into small bits of plastic. The city of San Francisco uses about 200 million bags each year. It takes 860,000 gallons of oil to produce 200 million plastic bags, which in turn produce 2,000 tons of waste.

San Francisco's ban grew out of a proposal in 2005 to discourage their use. Supervisors proposed imposing a 17-cent tax on plastic bags at large San Francisco supermarkets. (The city estimated it cost 17 cents in disposal and cleanup costs for each plastic bag dispensed.) Environmentalists supported the tax, and the grocery and plastic industries opposed it. Before supervisors voted on the tax, the mayor intervened and got the major supermarkets to agree to report on how many bags they dispensed during 2006 with a goal of dispensing 10 million fewer plastic bags. In return, the city promised not to impose a tax on the bags.

During 2006, the grocery industry successfully lobbied the California legislature to pass a law against cities' taxing plastic bags or requiring stores to disclose the number of plastic bags they dispense. The law also required large supermarkets to set up in-store recycling programs for plastic bags. At the end of 2006 after some delay, the supermarkets announced they had dispensed 7.6 million fewer bags in 2006. This number was 2.4 million short of the 10 million goal, and the city questioned the reliability of the number. Since California law now forbid it from taxing plastic bags, the Board of Supervisors decided to ban plastic bags at supermarkets and chain pharmacies. Since San Francisco enacted its ban, nearby cities have enacted similar bans. Supporters hope that more cities and states will ban plastic bags.

Questions:

1. What is government doing to do about the problem?
2. What group(s) opposes it? Why?
3. In your opinion, do you believe the policy is a good one? Why or why not?

শুধু অব বিজ্ঞান

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Semester: 162 (3rd Level)

Course: Project Management

Submit by : March 2, 2018

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1. (a) What is the value of project Management? Discuss.
(b) Differentiate between project life cycle and product life cycle.
2. What is project integration management? Why should a project manager focus on performing integration management? Discuss.
3. Define the triple constraints of project management. Why is it critical for project management? Explain.
4. A project has the specifications shown in the following table:

Activity Name	Activity Symbol	Immediate Predecessor	Duration (Month)
Design house and obtain financing	A	--	3
Lay foundation	B	A	2
Order and receive materials	C	A	1
Select paint	D	B, C	1
Build house	E	B, C	3
Select carpet	F	D	1
Finish Work	G	E, F	1

- i. Draw a network diagram based on Activity on Node Method (AON method).
- ii. Find out critical path and project completion time.
- iii. Show Early Start (ES), Early Finish (EF), Late Start (LS) and Late Finish (LF) and slack.

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Bangladesh Open University
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Semester: 162 (3rd Level)

Course: Project Management**Submit by: April 20, 2018**

1. (a) What are two critical success factors to implement total quality control said by Feigenbaum?
(b) What is project cost management? Discuss the four core processes involved in cost management.
(c) Describe the principles of cost management.
2. (a) What is staffing management plan? What are the two techniques commonly used to apply project staff more effectively? Explain with example.
(b) As an expert give some suggestions to project managers for building effective project teams.
(c) What is responsibility assignment matrix (RAM)? Explain with example.
3. (a) What is the difference between risk and uncertainty? What is the role of risk in a project? Discuss.
(b) What is project procurement management? Discuss the key process and activities of project procurement management.
(c) Discuss the project management process maturity model. Explain the five levels of maturity ranked by the OPM3.

শুভ্র এব বিজ্ঞান

Bangladesh Open University
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Semester: 162 (3rd Level)

Course Title: International Marketing

Submit by: March 2, 2018

Instructions for Assignment Submission

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New Students: Students having ID numbers beginning with 152 or 162

1. (a) Do you think marketing internationally can contribute to the welfare of the world population?
(b) Why do we require international marketing?
(c) If you have to sell Pran's Mr. Mango in Singapore, what International Marketing Approach will you chose?
2. (a) What is a self-reference criterion? How can a person's unconscious reference to her/his own cultural values, or self-reference criterion, influence her/his perception of the market?
(b) "Controversy is surrounding marketing's impact on culture." Explain.
3. (a) Enumerate the importance of knowing different political environments for global marketing activities.
(b) With an example describe what can be the consequences that an international marketer might face due to the differences in legal systems of home and abroad.
(c) Write in detail what can be the necessary course of actions international marketers in cases of:
 - (i) Conflict Resolution,
 - (ii) Dispute Settlement, and
 - (iii) Litigation.
4. (a) Identify the importance of information technology and marketing information systems.
(b) How can an international marketer utilize a framework for information scanning and opportunity identification?
(c) What are the Intellectual Property Rights? Elaborate about the infringement of the intellectual property rights.
5. (a) What are the criteria for global market segmentation?
(b) Describe the process for selecting an appropriate global target market strategy.

শুভ্র ওব বিজ্ঞান

Bangladesh Open University
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Semester: 162 (3rd Level)

Course: International Marketing

Submit by: April 20, 2018

- 1 (a) How do transitional and developing markets differ from developed countries? Write with appropriate examples.
- (b) Write in detail about Everett Roger's Diffusion Theory.
- 2 (a) What are the various market entry strategies? Describe each strategy along with their pros and cons.
- (b) Write about the market expansion strategies that are applied by international marketers.
- 3 (a) What is industry analysis? How is it conducted?
- (b) Do you think one should conduct industry analysis rigorously before stepping in to international business? Justify your choice.
4. Read the following Case Study carefully and answer the questions that are provided below:

International Marketing: Unilever vs. Nestle

Unilever: Unilever was established in 1948 and produces house hold products like; detergents, toiletries, cosmetics, and food products. Unilever is a large corporation that has over 500 firms worldwide. Their products are sold in more than 170 countries. Unilever originated in Europe and then expanded to the United States, starting with two U.S. factories. They can be located in parts of Asia, Africa, North America, the Middle East, Western Europe, and South America. Unilever has a very impressive portfolio that includes eleven brands that annually gain revenue of more than one billion dollars each.

Unilever is aiming for global processes and alignment of their human resource activities. "Unilever is working with Accenture to identify supply opportunities within the marketplace and will look to develop longer term relationships with a rationalized base of preferred suppliers. We seek to do business with those who can supply goods and services in a reliable and cost effective manner." (2010) there is even a way to apply to be one of Unilever's suppliers that will provide human resource goods and services. Unilever gained a lot of their success because of the ability to adapt to new markets and technology.

In order to help with the increase in revenue, Unilever changed companies focus to places with higher potential for growth. Concentration on new emerging markets like China, who had a high young population with increasing incomes, caused their developing world sales to increase by substantial amounts. Even while the company was facing struggles such as the Great Depression of the 1930's, they were concentrating on diversification and expansion of their food markets. Unilever put great efforts into research and development. Unilever's marketing efforts only varied slightly from the 1950's until the 1980's. In this time frame Unilever focused on technology, new products, new global markets, and keeping up with the world economies expansion. By the time the 1980's arrived Unilever was one of the biggest global corporations which allowed them to focus their marketing efforts on their existing portfolio. By the 1990's Unilever chose to keep its focus on its portfolio and even eliminated some of their brands so they could keep a strong focus on the top global sales products. In the 2000's the company implemented a new five year strategic

plan that focuses on the needs of consumers and a better future.

Nestle: Nestle is one of the largest consumer packaged goods company in the world that focuses on increasing the nutritional value of the food that is consumed while increasing the taste. The company is classified as a nutrition, health, and wellness company. Nestle was a Swiss company that was founded in 1866. Just like Unilever, they devote a lot of time to research in development. Nestle invest around 1.5 billion in research and development every year. Nestle markets nearly ten thousand different products to 130 different countries across the globe.

Nestle has always been about nutrition, so their global marketing over the years has been based off of demographics that show the changes in living standards and life styles. In the long history of the company, the times have changed. People live longer, and the global population has increased. This has had a huge influence on the way the Nestle runs their business and what products have been the main marketing focal points.

Nestle and Unilever both focus on health and wellness, but instead of focusing on the actual needs of the consumers like Unilever, Nestle focuses on their corporate wellness unit to bring good food, and good life to all of the consumers. Other words, they devote more time and effort into ingredients than the actual consumer.

The corporate wellness group is a global network that is globally placed to help promote the value of nutrition. Their strategy is to make sure to provide better tasting products that are better for everyone.

The two corporations also differ in marketing because Unilever is sticking to its profile and even eliminated products, but Nestle is creating and enhancing hundreds of Nestle products. Nestles' packaging plays a big role in their marketing. Each package has what is called the "Nestle Nutritional Compass", to show consumers what they will benefit if they purchase the product. Nestles' philosophy is that nutritional information is not enough. The compass has three elements: Good to Know; which gives factual information on nutritional contents. Good to remember; which gives tips for healthy lifestyles, cooking, and diet. Good to talk; which invites the consumer to call the Nestle consumer service team or log on to the Nestle website. (2006)

Just like Unilever, Nestles marketing strategy is looking towards the future of their products. They are working on products that will be geared towards gestational issues, Alzheimer's, diabetes, obesity, and other items that will contribute to the health and wellness of the consumers.

Questions:

- (a) What approaches can be adopted? Discuss the practical and legal consequences of following each approach.
- (b) What steps can a company take to ensure that management operates in a legal and ethical manner?

Bangladesh Open University

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Semester: 162 (3rd Level)

Course: Research Methods

Submit by : March 2, 2018

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1. (a) Explain the role of research in managerial planning and decisions.
- (b) Discuss with examples Exploratory research, Descriptive research and Experimental research.
- (c) Why is it important that the researcher articulate, as clearly as possible, all assumptions that affect the research problem?
2. (a) Describe three benefits of conducting a thorough review of existing literature before writing a research proposal.
- (b) Professor Parsnip wants to know more about the mental process students go through as they learn about research methods. She also wants to know which instructional methods are most effective for teaching research methods to her students. Assume that Professor Parsnip decides to take a qualitative approach to studying these questions. State a specific research question related to her general research problem that lends itself well to a qualitative research approach. Then explain why your question is better addressed using a qualitative, rather than a quantitative, methodology.
3. Indicate the level of data measurement for each variable in the data set.

Airline:	Hours to Destination:
Day of Week:	Children < 10 years:
Time of Day:	Pieces of Luggage:
Male/Female:	Pieces Carried On:
Business/Pleasure:	Times Flown:
Length of Trip:	
4. (a) Under what circumstances would a researcher choose a longitudinal study over a cross-sectional study? Give a specific example of a question that could be addressed with a longitudinal study and explain why that developmental design is preferred.
- (b) Is there ever a reason why we might prefer to work with a sample rather than with an entire population? Discuss.

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Bangladesh Open University
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Semester: 162 (3rd Level)

Course: Research Methods

Submit by: April 20, 2018

1. (a) Discuss the differences and similarities between statistical estimation and statistical hypothesis testing.
- (b) Explain what is meant by the concept of sampling distribution.
- (c) Explain the difference between stratified random sampling and cluster random sampling.

2. The following sample data reflect electricity bills for ten households in San Diego in March.

\$118.20	\$67.88	\$133.40	\$88.42	\$110.34
\$76.90	\$144.56	\$127.89	\$89.34	\$129.10

Compute the range, variance, and standard deviation for these sample data. Discuss which of these three measures you would prefer to use as a measure of variation.

3. (a) How would you respond to a statement that says that by increasing the sample size, the amount of sampling error will be decreased?
- (b) Suppose a population is normally distributed with a mean 100 and a standard deviation of 15. When a sample of size $n = 36$ is collected a sampling distribution is created. Explain which is larger: the probability of a value randomly selected from the population being larger than 120, or the probability of a sample mean being larger than 120.
4. (a) In discussing a confidence interval estimate for a population mean, is it acceptable to provide an interpretation like the following: "There is a 95 percent chance that μ lies in the range 20 to 40"?
- (b) In estimating a population mean, under what conditions would the t-distribution be used?
- (c) How would you respond to a statement that says that by increasing the sample size, the amount of sampling error will be decreased?
5. (a) A cell phone manufacturer claims that its phone will last for more than 8 hours of continuous talk time when the battery is fully charged. To test this claim a sample of $n = 18$ phones were tested. The results showed a sample mean of 8.2 hours and a sample standard deviation of 0.4 hour. Conduct the hypothesis test using a 0.5 level of significance and determine whether or not the company's claim is supported.
- (b) Chris, Steve, and Josh routinely play golf together and would like to know if the average number of golf balls lost during a round differs between them. The following table shows the number of golf balls lost by each player during a random sample of golf rounds.

Chris (1)	Steve (2)	Josh (3)
0	5	5
2	10	8
4	5	9
1	7	7
2	6	6
3	3	7

Perform a one-way ANOVA using $\alpha = 0.01$ to determine if a difference exists in the average number of golf balls lost during a round among these three players.

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Semester: 162 (3rd Level)

Course: Disaster Management

Submit by : February 16, 2018

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1. Describe disaster management cycle.
2. Discuss the relationship among risk, vulnerability and capacity.
3. Identify the different types of vulnerabilities of Rohingya community.
4. Assess the hazard and risks of Rohingya refugees which have been produced due to their temporary settlements in Bangladesh.

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Bangladesh Open University
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Semester: 162 (3rd Level)

Course: Disaster Management

Submit by: March 23, 2018

1. Describe the formation process, general characteristics and impacts of major hazards in brief.
2. Go through the case and answer to the questions given below the case.

The 'haor', a very low lying river basin area, is covered by water almost a half of the year starting from the monsoon season. Heavy rain falls as well as onrush of water from the upstream Meghalaya hills in India have led to the inundation of a vast areas of croplands of haors and low-lying areas Geographically, most of the haors are situated in seven districts, Sunamganj, Kishoreganj, Netrokona, Sylhet, Habiganj, Maulvibazar and Brahmanbaria of the North-East Bangladesh. Flooding that begins within six hours, and often within three hours, of a heavy rainfall (or other cause) is considered flashflood which is one of the main natural disasters of the Northeast region of Bangladesh. Every two or three years' interval, flash flooding devastates the region. It affects the primary production sector of agriculture and thus threatens the lives and livelihoods of the inhabitants.

Most of the lands here remain inundated six to seven months from June to November. People here are used to living in this condition although it causes numerous sufferings to their lives. It almost confines them to their small homes, limits their mobility, and practically eliminates the possibility of finding jobs, if not in the fields in other regions of the country. Flood started on 28th March 2017 affecting haor region. Rising water overflow and breeched embankment in many places and inundated vast areas of croplands. It destroyed nearly-ready-for-harvesting boro rice in about 160,170 hectors areas. After losing their only crop in a year in unexpected flash floods in late March, people in the northeastern haor areas were assured by the government that they will be provided food support till the next harvest. But the government has already backtracked from its promise, pushing the poor and affected people into certain starvation. So a strong mitigation plan is needed to create a sustainable solution of this area.

Questions:

- (a) Differentiate among prevention, mitigation and preparedness in context of haor flood 2017.
 - (b) What is the importance of mitigation plan in disaster management? Develop a mitigation plan for haor flash flood, Bangladesh.
 - (c) Identify the role of education, campaign, training and drilling in disaster capacity building in context of haor flood.
3. 'Emergency response is the most testing time of a disaster management team.' Do you agree? Discuss the three phases of an emergency response based on an imaginary fire incident set at readymade garment (RMG) factory.
 4. Discuss the institutional framework of United Nations in disaster management. How does Red Cross work in disaster management sector worldwide? Discuss.