

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.
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3. Submit the assignment to the study centre coordinator or his delegate and ensure his/her signature on your Assignment Acknowledgement Form (see page#9 of Semester Calendar).
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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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Bangladesh Open University
MBA Program
Semester: 182 (4th Level)

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
Bangladesh Open University
MBA Program
Semester: 182 (4th Level)

Course: Compensation Management

Due on: December 6, 2019

Instructions for Assignment Submission

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Questions

1. (a) What do you understand by compensation? Explain the elements that form a payment package.
(b) Explain the pay model with the help of diagram.
2. (a) Describe the steps of developing a total compensation strategy.
(b) Explain the virtuous and vicious circles of strategic pay decision.
3. (a) How much to pay to an employee? Explain.
(b) What shapes internal payment structures? Describe in detail.
(c) Discuss the consequences at pay structures.
4. (a) Define job analysis. Why is job analysis performed? Discuss.
(b) Discuss the steps of job analysis.
(c) How will you judge job analysis? Explain.

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MBA Program
Semester: 182 (4th Level)

Course: Compensation Management

Due on: January 31, 2020

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

1. (a) Define external competitiveness. Explain the objectives of pay mix decision.
 (b) What shapes external competitiveness? Discuss in detail.
2. (a) Discuss the purposes of pay survey.
 (b) How will you design the pay survey? Discuss.
 (c) How will you construct a market line through the interpretation of survey results? Illustrates.
3. **Pease go through the case and answer the questions below the case:**

Woody Hunter had been an HRM analyst with Control Data Corporation (CDC) for three years but was recently reassigned to the college recruitment staff. The basic duties in his new job were to visit college and university campuses and interview seniors in order to identify individuals who could fill entry-level positions at CDC in accounting, engineering, and marketing.

After three months traveling on the road, Woody received a report summarizing his performance to date. The figures showed he had conducted 540 preliminary interviews on 18 different campuses. Woody had follow-up interviews with 136 of these students, or approximately 25 percent. Based on these second interviews, Woody recommended to this supervisor that 71 candidates be invited for company paid visits to appropriate CDC manufacturing and administrative facilities where new college graduates were needed. All of Woody's selectees were offered visits.

What concerned Woody and his supervisor was this statistic: Only four of the seventy-one candidates accepted the CDC invitation. Based on over seven years of recruiting experience with CDC, Woody's supervisor said that the company traditionally had better than a 60 percent acceptance rate. Woody's boss knew there was something seriously wrong. He asked Woody to summarize how the described opportunities at CDC to the recruits.

"I ask the students if they have read the CDC literature in the placement office," replied Woody, "Most usually have, but if they haven't I highlight what we do at CDC, the kind of entry-level positions we have to fill, and the kind of people we're looking for. But I know that these students have heard similar propaganda from a dozen other big company recruiters. So I emphasize the things CDC has that other don't. One thing I never fail to mention is our benefit package. It is superior to anybody else's. I tell students about our tuition-reimbursement plan, our comprehensive health insurance program, and our pension system. I tell them that our pension plan vests after only five years. I point out that the employee pays nothing into it – that all the costs are paid by CDC. Most important, I emphasize that they can retire at age fifty five and receive 80 percent of the salary they were making in their last year. There's not a pension plan anywhere that attractive.

I even take the time to show the students how, with inflation figured in, they can probably expect a pension of Tk.200,000 or Tk.300,000 a year if they come to work for CDC."

Questions:

- (a) What role do you think benefits play in the employment decision of a new college graduate?
- (b) What role do you think the beginning salary plays in the employment decision of a new college graduate?
- (c) What suggestions would you make that might improve Woody's acceptance ratio?

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Bangladesh Open University
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Semester: 182 (4th Level)

Course: International Human Resource Management

Due on: December 6, 2019

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Questions

1. (a) What is international human resource management? Distinguish between domestic and international HRM.
(b) What are the factors that moderate differences between domestic and international HRM.
2. (a) What are the paths a firm typically goes through as it grows internationally? Explain with diagram.
(b) What is matrix organization? Explain with the help of a diagram.
3. (a) What do you mean by cross boarder alliance, merger and acquisition? Discuss with diagram.
(b) Discuss the phases and implication of merger and acquisition.

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Bangladesh Open University
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Semester: 182 (4th Level)

Course: International Human Resource Management

Due on: January 31, 2020

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

1. (a) What is international staffing? Discuss the different approaches to international staffing.
 (b) Explain the advantages and disadvantages of using PCNs, HCNs and TCNs,
2. (a) Explain the various issues in international staff selection.
 (b) Discuss the criteria used in the selection of expatriate.
3. (a) State the objectives of international compensation? Explain the key components of an international compensation program.
 (b) Describe the main differences in the Going Rate and Balance Sheet approaches to international compensation.
 (c) What are the issues when considering the benefits of international compensation? Explain.
4. **Go through the case and answer the questions below the case.**

Leon Poon , Dean of Business administration at university college , stood to speak before the University's remuneration committee. "I propose that we do away with the present system of standard pay rates for staff irrespective of discipline. The Business School is suffering because we cannot offer competitive remuneration packages. We are constantly losing our best people. This year we have lost two senior lecturers in Accounting and one Associate Professor in Marketing.

'We have to have more flexibility. The Business School generates more money for this university than any other school, yet we cannot reward our people because of the rigid system we are forced to follow. I cannot see the logic in paying a senior lecturer in Accounting the same rate as a senior lecturer in Social Work. They do not bear any relationship to each other. Yet, I am forced to pay my staff at below-market rates so that other schools can pay their staff rates above what their jobs are worth. It is extremely unfair and is preventing our school from attracting and keeping the best talent.

'We also need to have more flexibility in how we reward performance. At the moment, everyone regardless of their performance, gets an automatic step increase until they hit the top of their pay range. This is crazy. We should be able to discriminate and give more to those who are performing, and less (or may be no pay rise) to those who are not contributing. It is time for the university to change. We should no longer be locked into such as antiquated remuneration system.'

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Professor Millie Orman, Dean of Social Work, rose to address the committee. ‘I am very disheartened to hear my colleague’s comments. What he proposes strikes at the heart of the university’s collegial system. What Professor Poon wants is to create the dog-eat-dog world of the free market. What will it do to the university if a senior lecturer in Accounting is paid more than a senior lecturer in Social Work? I note that only one senior lecturer in Accounting has PH.D., yet all my senior lecturers have terminal degrees. Where is the justice in paying them less?’

‘As for pay for performance, this is just a management ploy to turn colleague against colleague. How is performance to be measured? I doubt that Professor Poon can offer us an objective measure of academic performance. I do not believe, it is possible to accurately assess the work of academics. So much of what we do is intangible. Trying to link pay to performance is a manipulative technique. All it will do is breed discontent and increase disputes over pay. Under the present system, the good people get promoted. The others do not.’

I strongly recommend to the committee that it should ignore Professor Poon’s recommendations. I suggest instead we develop a program to educate the community on our plight and press the government for more money.

Discussion questions

Do you agree with the case? Why? Explain.

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Course: Career Management

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Questions

1. a) Explain career management?
b) Why is career management so important? Explain.
c) What is the incentive for an organization to help its employees manage their careers?
2. a) What are the sources of career indecision?
b) Describe the major career strategies.
c) State the guidelines for an effective career appraisal.
3. a) What do you understand by career goal?
b) Discuss the components of career goal.
c) How do you develop conceptual and operational goals and how to overcome obstacles to goal setting? Explain.

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Semester: 182 (4th Level)

Course: Career Management

Due on: January 31, 2020

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

1.
 - a) What is career development?
 - b) Discuss the functions of career development.
 - c) Describe the stages of career development.
2.
 - a) What do you understand by career plateau and obsolescence? Explain the reasons for career plateau.
 - b) Discuss the organizational actions during midcareer.
 - c) State the organizational actions during late career.
3. **Go through the case and answer the question below the case.**

ABC is a pharmaceutical company in Bangladesh. Most of the employees were not satisfied with the company's career management system. There occurred much delay in receiving a promotion.

Usually employees received a promotion when a manager retired or died. Even when job vacancies occurred, the HR department hired a replacement from some other companies and so very few employees received a promotion. Employee turnover was low because of lucrative compensation benefits and high job security. Top management was concerned about the negative attitude reflected by the nickname "Stagnant Company" and hired a consulting firm to develop a career planning program. After several months, the consultants formulated a detailed plan and introduced a special office of career counseling in the HR department. Initially, employees responded positively and made extensive use of the counseling and career service available to them.

After a few months, the career counselor asked the HR department for a transfer into any other part of the HR department. When asked why, the counselor said that employees were not using the service and the job of counselor had become lonely and boring. The HR manager gave the counselor an assignment to discover why the program had failed and what might be done to revive it.

Questions:

- (a) What explanations can you offer to explain the initial enthusiasm for career planning assistance followed by an almost total avoidance by employees?
- (b) Assuming part of the problem was due to lack of support of middle and first-line management, what recommendations would you make?

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Semester: 182 (4th Level)

Course: Training & Development

Due on: December 6, 2019

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Questions

1. (a) Define the concepts training and development.
(b) Explain the differences between training and development.
(c) Describe the factors that effect on the training and development.
2. (a) Explain the methods that need to be considered for identifying the training need of employees.
(b) Discuss the approaches of training needs assessment.
(c) How will you perform the operational analysis for training? Explain.
3. (a) Define training design. Describe the elements that need to be considered in designing a training program.
(b) Discuss the factors that influence on the transfer of training.
(c) Illustrate the Gagne-Briggs theory of transfer of training.

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MBA Program
Semester: 182 (4th Level)

Course: Training & Development

Due on: January 31, 2020

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

1. (a) Discuss the approaches of training given to the employees.
 (b) How group discussion method of training can be effective? Discuss.
 (c) What is role playing method of training? How role playing method of training can be effective? Discuss.
2. (a) Discuss about the different types of competencies and skills needed for effective training.
 (b) Explain the roles of a trainer in conducting a training session.
3. **Go through the case and answer the question below the case:**

Management Stars Aren't Born- They're Nurtured!

The Barbara Wright story is in the true Hollywood tradition. After graduating from the University of Connecticut, Barbara married a young lawyer and taught high-school English. The marriage soon ended in divorce, and she began selling Avon products to support herself. In her late twenties, she went to New York and began her career in the computer industry as a five-dollar-an-hour keypunch operator. From there she progressed to computer analyst and computer programmer, and then to director of the company's electronic data processing. After six years as director, Barbara became one of the company's two senior vice-presidents. In June 1987, at the age of thirty-five, her ten-year climb up the executive ladder culminated in her being selected as president of the \$150-million-a-year company, where she was responsible for making decisions. Her annual salary was \$700,000, with bonus opportunities capable of pushing her yearly compensation toward \$1 million.

How did Barbara Wright get so far so fast? Obviously, she has been successful at whatever she has undertaken. For instance, she was a major force in developing software packages that were IBM compatible. But she is also an effective manager. Her reputation for being highly organized is well known in the industry. She regularly handles about two hundred phone call a day and reads several corporate reports each night before going to bed. Colleagues openly talk about her ability to pinpoint problems in a project and to offer solid solutions.

In an industry known for male domination, Barbara Wright's rise to head of a major computer company is remarkable. Of course, being bright, competent, and a hard worker is often not enough. In her case, some credit should be given to the support of Charlie Burnside, her former college professor at the University of Connecticut. Professor Burnside often advised and counseled Barbara. As her mentor, he could point out the "ropes to skip and the ropes to know"

Questions

- (a) How did Barbara Wright's background aid her progress up the executive ladder? How might it have hindered her?
- (b) If Barbara were concerned with bringing more women into top-management positions in the company, what actions might she take?
- (c) What advice would you give an aspiring female manager about climbing the corporate ladder?

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