

UNIVERSITY OF BRADFORD  
MSc MANAGEMENT OF CHANGE  
MAN4144M

08 May 2013

16:00 – 17:30 hours

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*Main*

This is a **CLOSED BOOK** examination

Answer **TWO** questions  
All questions carry equal marks

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All questions carry equal marks

1. Discuss how a distinction between hard and soft approaches to change can be distinguished the value of such a distinction in managing organisational change.
2. Resistance to organisational change has been described as a 'cancer'. How far do you agree with this view? Give reasons for your answer.
3. What role do teams play in organizational change?
4. Discuss the importance of communication in effective organizational change.
5. Drawing on any relevant areas of the module, discuss the extent to which change can be managed.