

## ENVSGC03 Examination Paper, January 2003

2 hours unseen

### Answer TWO Questions only

1. SWOT analysis has been one of the most regularly used tools in business. What are the strengths and weaknesses of this tool in theory and practice?
2. Morgan has proposed metaphors as a means to understand and analyse the firm. To what extent does this method provide any advancement on any previous method(s) of categorisation? How could construction firms apply Morgan's insights in their business?
3. Describe different approaches to leadership. Analyse leadership in the context of a major contracting firm.
4. "Contractors have lots of procedures, but few systems." Discuss this assertion. Analyse what approach to or type of systems a construction firm may need in order to facilitate **one** of the following concepts in practice:
  - The learning organisation
  - Relationship management
  - Emotional intelligence.

End of Paper