

UNIVERSITY COLLEGE LONDON

University of London

EXAMINATION FOR INTERNAL STUDENTS

For the following qualifications:-

M.Sc.

ESGC3: Managing the Construction Firm

COURSE CODE : **ENVSGC03**

DATE : **26-Aug-03**

TIME : **10.00**

TIME ALLOWED : **2 hours 0 minutes**

03-N5-4-20

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TURN OVER

ENVSGC03 Examination Paper, August 2003

Answer TWO Questions only

1. Value chain analysis has been one of the most regularly used models in business. What are the strengths and weaknesses of this model in theory and practice?
2. The *learning organisation* is a management concept. Applying the concept in project working environment poses particular issues. Discuss the concept, the nature of the particular issues and how these can be overcome.
3. It is sometimes claimed, "Leaders are born, not made." Using theories of leadership, analyse this statement.
4. *Metaphors* are one way of understanding the firm. Examine this proposition in relation to one of the following:
 - The contractor and image conveyed to staff and clients
 - The client and the briefing process.

Explore the advantages and disadvantages of such an approach.

End of Paper