

**UNIVERSITY COLLEGE LONDON**

University of London

**EXAMINATION FOR INTERNAL STUDENTS**

For The Following Qualification:–

*M.Sc.*

**Principles of Enterprise Management**

**COURSE CODE : BENVPE08**

**DATE : 11-MAY-06**

**TIME : 14.30**

**TIME ALLOWED : 2 Hours**

University of London

MSc/PgDip in Construction Economics & Management  
MSc/PgDip in Project & Enterprise Management

Course Examinations – May 2006

**BENVPE08 : Principles of Enterprise Management**

*Time allowed: 2 hours*

- Answer TWO questions
- Answer each question in a separate answer book
- Include diagrams where they assist in providing explanation
- All questions carry equal weighting. Where questions are split into sub-categories, the marks are distributed as percentages shown in parentheses
- You are advised to spend an equal amount of time on each question

Question 1

Analyse the corporate strategy for an enterprise of your choice. Evaluate the extent to which the outcomes are the result of strategic choices or of changing circumstances.

Question 2

Analyse one of the following models and examine its applicability to construction enterprise:

- Porter's five forces of competition.
- Mintzberg's types of organisation and prime co-ordinating mechanisms.
- The marketing mix.

Question 3

Core competencies are embedded in firms.

- i. Define core competencies (20%).
- ii. Select and outline a competency of your choice (40%).
- iii. Explore how to embed this competency into a construction enterprise (40%).

Question 4

Outline different theories of leadership. Analyse the strengths and weaknesses of each theory in relation to project management leadership.

END OF PAPER