

UNIVERSITY COLLEGE LONDON

University of London

EXAMINATION FOR INTERNAL STUDENTS

For The Following Qualification:–

M.Sc.

ESPE08: Principles of Enterprise Management

COURSE CODE : **ENVSPE08**

DATE : **13-MAY-04**

TIME : **14.30**

TIME ALLOWED : **2 Hours**

ENVSGPE08 Examination Paper, May 2004

2 hours unseen

Answer TWO Questions only

1. Strategy is conceived as logical and linear in much of the management literature and is applied in enterprises in a linear way too. Given that psychologists generally agree that people's behaviour is approximately 80% informed out of emotion and 20% out of rationality, **describe** and **evaluate** the logical, linear approach in relation to **one** of the following:

Either

- The contribution of Mintzberg to strategy or plan formulation, especially in the context of innovative organisations, using examples

Or

- The contribution of Morgan to understanding the organisation, using examples

Or

- The conceptual and applied need for holistic strategy based on both 'left' and 'right' brain thinking. Illustrate the answer.

2. *Relationship marketing* is more suited to some cultures than others. **Describe** the basic propositions of the relationship marketing paradigm and **analyse** its application according to the culture:

Either

- According to the cultural dimensions identified by Hofstede

Or

- The task orientated approach of group or project work.

3. Effective *decision making* goes beyond having the right people and the right agenda. Problems can arise from a number of other *behavioural* factors. **Describe** the types of factors that can be dysfunctional. **Analyse one** factor in detail in terms of group and personal influences, giving examples.
4. *Supply chain management* (SCM) has become one important management focus in recent years. **Describe** the concept, and **analyse** the advantages and disadvantages for enterprises in general and for projects in particular.

End of Paper