

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 : 12-MAY-05

TIME : 14.30

TIME ALLOWED : 2 Hours

ENVSGPE08 Examination Paper, May 2005

2 hours unseen

Answer TWO Questions only

1. Using a case study, **describe** the structure of an enterprise, and **analyse** the fit or appropriateness of the structure for the market in which it operates.
2. The Marketing Strategy is important for the success of a private enterprise:
 - **Define** Marketing Strategy and demonstrate how it relates to the Enterprise Strategy.
 - **Describe** the strategic options a contractor can choose from in selecting an approach or paradigm for a Marketing Strategy.
 - **Assess** the strategic strengths and weaknesses of **one** paradigm for contractors.
3. Enterprise *culture* is a key factor when instigating large scale change in an organisation. In what ways would you advise the board of a company to also address cultural issues when restructuring their organisation?
4. The development and management of core competencies is far too costly in terms of transaction costs for project enterprises. **Analyse** the validity of this assertion in relation to:
 - Investment levels in **one** core competency of your choice.
 - Effects of utilising the competency upon transaction costs.
 - Effects upon efficiency and effectiveness, hence competitive advantage, the competency could expect to yield over a specified timescale.

End of Paper