

UNIVERSITY OF BOLTON

BOLTON BUSINESS SCHOOL

BA (HONS) BUSINESS STUDIES BY DISTANCE
LEARNING

VIETNAM – INTAKE 3

SEMESTER 2 EXAMINATIONS 2008/2009

CONTEMPORARY MANAGEMENT ISSUES

MODULE NO: BST3011DL

Date: 28th May 2009

Time: 3 hours

INSTRUCTIONS TO CANDIDATES:

There are **FOUR** questions in this paper.

Answer **ANY THREE** questions.

Students may bring two sheets of A4 notes into the exam. These should be attached to the script on completion of the examination.

Please note that model answers on the pre-prepared notes are not acceptable.

All questions carry equal marks.

Candidates are advised that the examiners attach importance to the legibility of writing and the clarity of expression

Bolton Business School
BA Business Studies, Vietnam Intake 3
Distance Learning
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Answer ANY THREE questions

1. 'Complex theorising about the nature of market forces during a period of economic downturn are largely redundant. Customers want low cost consumables rather than differentiated products and services which reaffirm their identity and lifestyle.' Critically evaluate this statement.
2. Will the present business climate, from which no organisation appears to be able to escape see the inevitable return of re-structuring and downsizing and the attendant theories of Champy's business process re-engineering? Critically appraise this view and identify alternative scenarios and their possible contribution.
3. In this uncertain and volatile global economy, managing change is necessary now more than ever. Critically examine the possible contribution that change management could assist with a return to a more stable business environment.
4. A period of economic downturn, could signal the demise of corporate social responsibility over the commitment to shareholders. Alternatively it is at such times that corporate social responsibility should be an even greater priority for all companies. Identify and assess the relative merits for and against corporate social responsibility.

END OF QUESTIONS