

UNIVERSITY OF BOLTON
BUSINESS & CREATIVE TECHNOLOGIES
BUSINESS & ACCOUNTANCY PATHWAY BY
DISTANCE LEARNING
MALAYSIA - I-SYSTEMS (INTAKE 4)
SEMESTER 1 EXAMINATIONS 2009/2010
CONTEMPORARY MANAGEMENT ISSUES
MODULE NO: BST3011

Date: Sunday 13th December 2009

Time: 3 hours Afternoon

INSTRUCTIONS TO CANDIDATES:

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

Answer **THREE** questions.

All questions carry equal marks.

Students may bring two side of A4 notes into the exam

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

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Questions – Answer 3 questions

1. "We've made mistakes. The important thing is to learn from those mistakes and change the way we do things. In future, banks will be operating with more equity, with less leverage, with bigger buffers of liquidity."

Bob Diamond, CEO Barclays Capital

Provide a critical analysis of whether the global economic landscape has changed for a generation, and that the above statement provides an indication of how the management of business will be addressed in the foreseeable future.

2. Identify any major new development in management during the last decade which can be regarded as a defining approach, a benchmark or industry standard, which is so powerful that competitors have had to follow the innovative idea to continue to be viable. Critically evaluate the merit of a business strategy based on innovation.
3. Changing human behaviour can hamper business, but more importantly it can create business opportunities. Is it 'moments and their markets, or market and their moments'? Critically evaluate this statement.
4. Providing exemplars of business who have managed to 'future proof' themselves, critically evaluate the viability of a business strategy which is based on the assumption that it is possible to immunise a company from the rigours of a changing external environment.

END OF QUESTIONS