

UNIVERSITY OF BOLTON

**SCHOOL OF BUSINESS AND CREATIVE
TECHNOLOGIES**

VIETNAM BANKING UNIVERSITY

**BA BUSINESS STUDIES INTAKE 4
BA ACCOUNTANCY INTAKE 2**

SEMESTER 1 EXAMINATIONS 2010/2011

CONTEMPORARY MANAGEMENT ISSUES

MODULE NO: BST3011

Date: 30th November 2010

Time: 3 hours

INSTRUCTIONS TO CANDIDATES:

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

Answer **ANY THREE** questions.

All questions carry equal marks.

Students may bring two sheets (4 sides) 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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Answer ANY THREE questions

1. The Global 'credit crunch' and recession has clearly shown the need for stronger Corporate Governance and Codes of Practice in areas of financial control and reporting, particularly within the Financial Services industry. Critically review this statement and outline the alternatives for and against the imposition of stronger guidelines.
2. Discuss and evaluate the many ways in which managing the culture of an organisation is a highly effective way of meeting the needs of stakeholders and maximising shareholder value.
3. Theories of Strategic Management thinking must evolve, if the 'gurus' are to provide strategies and solutions to 21st Century management challenges. Critically appraise this view, and the alternative that Porter (and others) remain as relevant today as they have always been.
4. In today's business climate, Management's focus on costs is more likely to lead to improved profitability than is concentrating on sales. In the context of this statement, discuss and evaluate the contribution to cost reduction and control made by at least two of the following – BPR/ TQM/ JIT/ Supply Chain Management.

END OF QUESTIONS