

UNIVERSITY OF BOLTON

BUSINESS AND CREATIVE TECHNOLOGIES

BUSINESS MANAGEMENT PATHWAY

SEMESTER 2 EXAMINATIONS 2010-11

CONTEMPORARY MANAGEMENT ISSUES

MODULE NO: BAM3011

Date: 3rd June 2011

Time: 2:00pm to 5:00pm

INSTRUCTIONS TO CANDIDATES:

1. There are five questions in this paper. You are required to answer only three questions.
2. Remember that you have no more than **three hours** to answer your three questions. So, please manage your time carefully and ensure that you leave time to edit your work for spelling, punctuation and grammar.
3. **Quality** of exposition is more important than **quantity** of exposition.
4. Write **legibly** – if we can't read it we can't give marks.
5. Before each answer attempted clearly indicate the question attempted.
6. Write each answer as an essay, not as notes, reports, etc.
7. All questions carry equal marks.

Please turn the page.

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Business and Creative Technologies
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Answer THREE questions:

1. Consider the main factors which will influence demographic change in Europe over the next thirty years. Identify the management challenges arising from these changing demographics and critically appraise how these changes represent both problems and opportunities to business in general.
2. Critically appraise the view that multi-national companies need to take differences in national cultures into account.
3. Evaluate the advantages of a good system of corporate governance to the various stakeholders of an organisation.
4. Critically appraise whether it is feasible to adopt a culture of 'Corporate Social Responsibility' for European corporations in the current economic climate.
5. Evaluate the impact of the EU's regulations on global business and assess whether they are an example of Globalisation.

END OF QUESTIONS