

**UNIVERSITY OF BOLTON**  
**FACULTY OF WELLBEING & SOCIAL SCIENCES**  
**BA (Hons) BUSINESS ADMINISTRATION BY**  
**DISTANCE LEARNING**  
**HONG KONG (INTAKE 2)**  
**SEMESTER 1 EXAMINATIONS 2011/12**  
**CONTEMPORARY MANAGEMENT ISSUES**  
**MODULE NO: BST3011**

Date: Saturday 3rd December 2011

Time: 3 Hours

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**INSTRUCTIONS TO CANDIDATES:**

Attempt THREE questions.

All questions are equally weighted.

2 A4 sheet of students OWN handwritten notes may be referred to in the examination.

This examination assessment accounts for 50% of the final grade in this module.

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

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University of Bolton  
Faculty of Wellbeing and Social Sciences  
BA (Hons) Business Management (Marketing) by Distance Learning  
Hong Kong CED (Intake 2)  
Semester 1 Examinations 2011/2012  
Contemporary Management Issues  
Module No. BST3011

1. Critically discuss how strong Corporate Governance could affect an organisation's performance and evaluate the arguments for and against government legislation vs. Industry self-regulation in relation to corporate governance.
2. Critically evaluate what you understand to be the causes and consequences of contemporary globalisation.
3. Discuss the challenges and opportunities created by the growth of the 'older consumer' segment and evaluate the marketing practices appropriate for targeting this group.
4. In an uncertain global economy, now more than ever, managing change is essential. Critically examine theories of change management and discuss how they could assist in responding to the global recession.

**END OF QUESTIONS**