

UNIVERSITY OF BOLTON

**FACULTY OF WELLBEING AND SOCIAL
SCIENCES**

**BA (HONS) BUSINESS STUDIES AND
ACCOUNTANCY BY DISTANCE LEARNING**

**VIETNAM BANKING UNIVERSITY
(INTAKE 5 & INTAKE 3)**

SEMESTER 1 EXAMINATIONS 2011/12

CONTEMPORARY MANAGEMENT ISSUES

MODULE NO: BST3011

Date: Monday 5th December 2011

Time: 3 Hours

INSTRUCTIONS TO CANDIDATES:

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

Answer Question **ONE** from Section A. Answer any **TWO** questions from Section B.

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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Contemporary Management Issues
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SECTION A – Answer this question. This question is compulsory

1. Compare and contrast the key demographic issues that will impact on business development in China, and Vietnam during the next thirty years? What impact can government make, if any, in addressing these issues? Please give reasons for your answers.

32 Marks

SECTION B – Answer any TWO questions

2. Critically analyse the alternative business operational models that trans-national companies can adopt when functioning across numerous national cultures? Discuss with reference to relevant academic literature the possible differences in national cultures that might impact on the uniformity of business operations in trans-national companies.

34 Marks

3. Businesses are funded from debt and equity sources. Critically discuss the advantages and disadvantages of each source of funding, and describe how macro-economic issues may impact on the nature of business funding.

34 Marks

4. Corporate social responsibility relates to "the voluntary actions taken by a company to address the ethical, social and environmental impacts of its business operations and the concerns of its principle stakeholders"
Institute of Business Ethics (2007)

Discuss the notion that that the concept of corporate social responsibility is only really relevant during times of economic prosperity?

34 Marks

END OF QUESTIONS