



the
UNIVERSITY
of
GREENWICH

EXAMINATION PAPER:	ACADEMIC SESSION 2006/2007
Campus	Avery Hill
School	Architecture and Construction
Title of Programme	BSc (Hons) Construction Business Management BSc (Hons) Construction Surveying Management BSc (Hons) Real Estate
Level	Undergraduate
Academic Stage of Course:	2
TITLE OF PAPER	Management 3 : Theory & Principles
COURSE CODE	BUSI 1030
Date and Time	15th May 2007, start time 9.30 am
Duration:	2 hours

INSTRUCTIONS TO CANDIDATES & FOR INVIGILATORS

Answer THREE questions, ONE from Part A and One from Part B and ONE from either part.

Use a separate answer book for each Part.

All questions carry 20 marks.

Candidates must comply with the “Instructions to Candidates” printed on the examination answer book.

PART A

1. a) Discuss the purpose of control in its application to the management of an organisation. (8 marks)
- b) Critically discuss the sources of power available to a manager. (17 marks)

2. a) Compare and contrast formal groups with informal groups. (10 marks)
- b) Discuss the factors that make a team a successful team. (15 marks)

3. a) Compare and contrast transactional marketing with relationship marketing. (10 marks)
- b) Discuss the concept of 'offer' and the ways that organisations use to improve their offer to their customers. (15 marks)

PART B

1. 'Motivation is only ever about money'.
Critically discuss this statement. (25 marks)

2. Tom Peters is quoted as saying that 'Tomorrow's effective organisation will be conjured anew everyday'.
Critically discuss how the development of an effective strategy is crucial in this environment, and discuss the elements that must be considered. (25 marks)

3. Discuss the factors that have influenced changes in organisational structure and management and how these have evolved. (25 marks)