



the  
UNIVERSITY  
of  
GREENWICH

**EXAMINATION PAPER:**                    **ACADEMIC SESSION 2005 / 2006**

**Campus:**                                    **Avery Hill**

**School:**                                      **Architecture and Construction**

**Department:**                              **Building Economics & Management**

**Course Code:**                              **BUIL 1055**

**Course Title:**                              **Management Principles for Construction  
and Property Development**

**Level:**                                        **Postgraduate**

**Date:**                                         **Monday 8<sup>th</sup> May 2006, start 2 pm**

**Duration:**                                  **3 hours**

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#### **INSTRUCTIONS TO CANDIDATES & FOR INVIGILATORS**

**Answer FOUR questions.      TWO from PART A      and TWO from PART B.**

**Answer each PART in separate answer books**

**All Questions carry equal marks.**

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

## Part A

1. Discuss the influence that the organisational environment has on the management and operation of an organisation.
  
2.
  - a) Discuss the principles of HRM (Human Resource Management). [10 marks]
  
  - b) Discuss how the process of recruitment and selection can improve the quality of new employees. [15 marks]
  
3. Critically evaluate the leader's contribution to a successful team.
  
4.
  - a) Compare and contrast transactional marketing with relationship marketing. [15 marks]
  
  - b) Discuss the concept of 'offer' and the ways that organisations use to improve it to their customers. [10 marks]

## **PART B**

5. Evaluate the contribution of one of the Quality Gurus to the management of quality and discuss the relevance of their work to organisation sin 2006.

6. Discuss the importance of strategic management to an organisation, particularly during periods of change.

7. 'The Classical/Scientific Approach that money is the only way to motivate employees still holds true in 2006'

Critically evaluate this statement with particular reference to the construction and property industries.

8. 'Organisational success depends ultimately on the quality of its leaders. But leaders are born to be so: it is not possible to train a person to become an effective leader'.

Critically discuss this statement.