



the  
UNIVERSITY  
of  
GREENWICH

<b>EXAMINATION PAPER:</b>	<b>ACADEMIC SESSION 2005/2006</b>
<b>Campus</b>	<b>Avery Hill</b>
<b>School</b>	<b>Architecture and Construction</b>
<b>Department:</b>	<b>Urbanism Building Economics &amp; Management</b>
<b>Title of Programme</b>	<b>BSc/BA (Hons) Construction Business Management BSc/BA (Hons) Real Estate</b>
<b>Level</b>	<b>Undergraduate</b>
<b>Academic Stage of Course:</b>	<b>2</b>
<b>TITLE OF PAPER</b>	<b>Management 3 : Theory &amp; Principles</b>
<b>COURSE CODE</b>	<b>BUSI 1030</b>
<b>Date and Time</b>	<b>Monday 15<sup>th</sup> May 2006, start 9.30 am</b>
<b>Duration:</b>	<b>2 hours</b>

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#### **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. Discuss the philosophy of total quality management (TQM) and the difficulties that might be encountered in its application to construction work. [20 marks]
  
2. a) Explain and discuss the concepts of 'offer' and 'surround' . [10 marks]  
b) Discuss the '4 P's' of marketing and how they contribute to marketing. [10 marks]
  
3. Discuss how you would develop and lead a successful team [20 marks]

## **PART B**

- 4 a) Outline what you understand by the term 'motivation'. [5marks]  
b) Critically discuss the importance of motivation at work and describe different approaches that that can be applied. [15 marks]
  
5. Describe the four types of culture identified by Handy and discuss the factors that can influence the culture of an organisation. [20 marks]
  
6. Discuss the importance of strategy to an organisation in 2006. [20 marks]