

**THE OPEN UNIVERSITY OF SRI LANKA
 BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
 LEVEL 6
 FINAL EXAMINATION 2004/2005
 NEW DIMENSIONS IN MANAGEMENT-MCU 4203
 DURATION THREE (03) HOURS**



DATE: 24th June 2006

TIME: 9.30 A.M. TO 12.30 P.M.

IMPORTANT

- ANSWER ONLY FIVE QUESTIONS – ALL QUESTIONS CARRY EQUAL MARKS
 - ANSWERS NEED TO BE CLEARLY DEVELOPED AND ARGUED
 - CREATIVITY IN ANALYSIS AND EXPRESSION ESSENTIAL
1. What are the factors that should be taken into consideration in the transformation of a highly authoritarian organization into a participative organisation. Explain them with your own examples
 2. (a) Explain the key elements of a horizontal organization using examples
 (b) What strengths do horizontal organizations have over the bureaucratic organizations in today's markets?
 3. "The key to productivity improvement lies in proper management of productivity." Explain the three steps of productivity management process using your own examples.
 4. (a) What is a culture? Explain in your own words giving an example.
 (b) How would culture manifest itself in management functions and activities of an organization? Explain giving examples.
 5. "Today, knowledge is becoming more and more vital for organizational survival and growth"
 (a) What does knowledge refer to?
 (b) How can you as a manager develop knowledge to be of potential value to both employees and the organization? Explain using your own examples.
 6. (a) What do you understand by factor conditions?
 (b) How do factor conditions contribute to a competitive advantage in a country? Give an example of your own.
 7. "Innovation is the specific instrument of entrepreneurship"
 (a) Explain the concepts of innovation and entrepreneurship giving your own examples.
 (b) Describe three characteristics that individuals develop in becoming an entrepreneur according to Pareek and Nadkarni.