



THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
LEVEL 06
ASSIGNMENT TEST-2007
NEW DIMENSIONS IN MANAGEMENT- MCU 4203

DURATION: TWO (02) HOURS

DATE: 09.12.2007

TIME: 10.00 A.M TO 12.00 P.M

ANSWER ANY THREE (03) QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS.

Please write eligibly and to the point.

Answers must be complete in all respects

1. (a) What do you mean by entrepreneurship? Explain using your own words.
(b) Illustrate 3 key words that you would associate with entrepreneurship. Briefly explain each.
2. (a) What do you mean by quality? Explain using your own words.
(b) Illustrate how you would analyze "quality" taking your BMS degree, as an example.
3. (a) What do you mean by productivity?
(b) As a BMS student how would you become productive? Evaluate your role as a student.
4. How can organizations be creative to achieve high quality and productivity? Explain using any 4 specific examples of your choice. All names / Examples must be real and illustrations must be specific.