



THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
LEVEL 06 – 2005/2006
FINAL EXAMINATION -2007
MCU-4203 NEW DIMENSIONS IN MANAGEMENT

DURATION: THREE (03) HOURS

DATE: 08 .07.2007

TIME: 09.30 A.M TO 12.30 P.M

ANSWER QUESTION ONE (01) (COMPULSORY) AND ANY FOUR (0 4) OTHERS.

All examples must be identified by name and be real ones. Examples must also be linked to the discussion of answers.

Please write clearly, legibly and to the point.

To be eligible for any marks for any question, you are expected to write at least 3 pages for your answer per question.

1. Read the article "Constraints in a . . ." carefully. As a management student, what would you do for your organization to be creative in your operations, as exemplified by Aitken Spence?

Important: You cannot repeat any text from the article.

2. (a) Identify and describe a new dimension in management of your choice.
 (b) Discuss its relevance to industry giving your own example.
3. (a) Identify a contemporary business leader and describe his/her background.
 (b) Elaborate his/her contribution as a leader.
4. (a) How can you be an entrepreneur? Explain using an example.
 (b) What are the characteristics of entrepreneurship? Discuss using your own examples.
5. (a) What is quality? Explain using your own words.
 (b) Identify the relevance of quality in the management of an organization using an example of your own.
6. (a) How would an investor from USA evaluate an investment decision in Sri Lanka?
 (b) Explain giving specific information with justifications to do so in Sri Lanka.
- 7 (a) What are the major management challenges that Sri Lankan organizations are facing today? Explain any 5 with examples of your own.