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**THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
LEVEL – 06
FINAL EXAMINATION-2009
NEW DIMENSIONS IN MANAGEMENT – MCU 4203
DURATION: THREE (03) HOURS**

DATE: 18.07.2009

TIME: 9.30am to 12.30pm

*Answer any Five three (05) questions.
All questions carry equal marks.*

- (1) In the globalization scenario, how would the present economic crisis affect to the Sri Lankan business. Discuss. (20 Marks)
- (2) (a) What is meant by the term ‘Productivity’? (10 Marks)
(b) Why is productivity important for a business organization? Explain with examples. (10 Marks)
- (3) “Knowledge management is important in current organization context” Describe using your own examples, the steps to be followed in knowledge management process. (20 Marks)
- (4) (a) “Innovation is the specific instrument of entrepreneurship” Explain the concepts of innovation and entrepreneurship, giving your own examples. (10 Marks)
(b) What do you understand by dark side of entrepreneurship? Explain briefly. (10 Marks)
- (5) (a) How do you identify the diversity of work force in an organization? (10 Marks)
(b) How would you consider workforce diversity as a potential advantage to a selected organization? Explain. (10 Marks)
- (6) (a) What do you mean by the term ‘Quality’? Explain, using your own examples. (10 Marks)
(b) Take your own example and illustrate how you would analyse the quality in an organization? (10 Marks)

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