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THE OPEN UNIVERSITY OF SRI LANKA
BACHLOR OF MANAHGEMENT STUDIES DEGREE PROGRAMME
LEVEL – 06
ASSIGNMENT TEST -2010
NEW DIMENSIONS IN MANAGEMENT –MCU 4203
DURATION: TWO (02) HOURS

DATE: 18.09.2010 **TIME: 02.00PM TO 4.00PM**

Answer Any Two (02) Questions. All Questions Carry Equal Marks.

O1. "Participative Management can be defined as a way to get things accomplished by creating an environment whereby employees are encouraged to become involved both mentally and emotionally in problem solving solutions which will contribute to organizational objectives and goals".

a) Draw out the key concepts embedded in the above definition and briefly explain each. (20 marks)

b) Identify the environmental dynamics that affect the operation of participatory principles. Give a brief description of each. (30 marks)

02. "Productivity concept can be best described as a philosophical stance, linked to planned utilization of the Earth's resources, reduction of scrappage, and recycling of waste, responsible consumption and a care for improving quality of living standards and preservation of the Earth's environment".

Elaborate the above conceptualization of 'productivity' drawing in the definitions, significance and the factors affecting productivity into your answer. (50 marks)

03. Explain the following phenomenon/philosophy and discuss their significance in a study of contemporary management.

a) Global Financial Crisis
b) Corporate Social Responsibility
c) Managing Diversity
d) Global Warming. (12.5 X 4=50)

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