

*Ollscoil na hÉireann, Gaillimh*  
*National University of Ireland, Galway*

GX 1836

**Semester II Examinations, 2003/2004**

Exam Code(s)	<u>2CE3</u>
Exam(s)	<u>SECOND EVEING COMMERCE EXAMINATION</u>
Module Code(s)	<u>Evening B.COMM</u> <u>MG203.ii</u>
Module(s)	<u>Business Organisation and Management - Paper I</u>
Paper No.	<u>Paper I</u>
Repeat Paper	<u></u>
External Examiner(s)	<u>Professor J. Winterton</u>
Internal Examiner(s)	<u>Professor R. Green</u> <u>Mr. Will Geoghegan</u>

**Instructions:**                      Answer three questions

Duration	<u>2 Hqurs</u>
No. of Answer books	<u>1</u>

**Requirements:**

Handout	<u></u>
MCQ	<u></u>
Statistical Tables	<u></u>
Graph Paper	<u></u>
Log Graph Paper	<u></u>
Other Material	<u></u>

No. of Pages	<u>2</u>
Department(s)	<u>Management</u>

**OLLSCOIL NA hÉIREANN, GAILLIMH  
NATIONAL UNIVERSITY OF IRELAND, GALWAY**

**SEMESTER 1I EXAMINATIONS, 2003/04**

**SECOND EVENING COMMERCE EXAMINATION**

**BUSINESS ORGANISATION AND MANAGEMENT**

**PAPER I**

**Professor P. Winterton**

**Professor R. Green**

**Mr. W. Geoghegan**

**Time Allowed: TWO HOURS**

**Candidates are required to answer THREE Questions.**

Q.1 What is management? Describe the management process with particular reference to the four basic functions of managers.

Q.2 Define organising and discuss the six building blocks of organising.

Q.3 "There are two basic types of competitive advantage a firm can possess: low cost or differentiation" (Porter, 1985). Discuss.

Q.4 What motivates people in the workplace? Discuss outlining the different theories on motivation.

Q.5 Define leadership and discuss in detail two different approaches/ theories to leadership.