

OLLSCOIL NA hÉIREANN, GAILLIMH
NATIONAL UNIVERSITY OF IRELAND, GALWAY

SEMESTER II EXAMINATIONS 2004/05

MASTER OF BUSINESS STUDIES
CORPORATE STRATEGY AND PEOPLE MANAGEMENT

MG606 - CONTEMPORARY ISSUES IN BUSINESS MANAGEMENT

Professor J. Winterton
Professor R. Green
Dr. J. Cunningham
Dr. T. Dundon
Dr. M. Quinn
Dr. A. Mc Carthy
Dr. T. Royle
Mr. M. Moroney

Time Allowed: THREE HOURS

Candidates are required to answer three questions in the following manner:

- One question from Section A
- One question from Section B
- Another question from either Section A or Section B

Students should answer each question on a separate answer book

All questions carry equal marks

(Please Turn Over)

Section A

Candidates are required to answer at least one question from this section

1. 'There are strongly differing opinions on most of the key issues with the [strategy] field and the disagreements run so deep that even a common definition of the term strategy is illusive.' De Wit and Meyer (1998:3)

Discuss these differing opinions and in your answer make reference to the methodological and theoretical underpinnings within the strategic management field

2. '.....it seems that the disagreement between strategists resolves around the question whether strategic thinking is primarily logical or creative.' De Wit and Meyer (1998:70).

Discuss the paradoxes inherent in strategic thinking and the implications for organisations and strategists.

3. Discuss the contributions of the resource-based view of the firm to the strategy literature, its shortcomings in this regard, and its possible future development within the field.

Section B

Candidates are required to answer at least one question from this section

4. 'The idea that concepts such as corporate social responsibility and private codes of conduct will protect employee rights and conditions of work is fundamentally unrealistic, only other forms of 'regulation' are likely to have any realistic affect'.

Critically examine this statement

5. "Progress towards gender equality in employment has been disappointingly slow, sometimes even in workplaces with equal opportunities policies". Analyse and discuss this statement, drawing on your knowledge of the literature in this area.