



**THE UNIVERSITY OF THE WEST INDIES
FIVE ISLANDS CAMPUS**

Semester II

Examinations of April/May 2022

Course Code: MGMT1001
Course Title: Introduction to Management
Date of Assessment: Thursday, May 12, 2022
Time: 1:00pm – 3:00pm
Duration: 2 Hours

INSTRUCTIONS TO CANDIDATES:

This paper has 2 pages and 5 questions.

YOU ARE REQUIRED TO ANSWER 4 QUESTIONS.

THIS ASSESSMENT IS WORTH 60% OF YOUR FINAL GRADE.

ASSIGNMENT DETAILS FROM INSTRUCTOR:

This paper has two sections

Section A: is compulsory

Section B: Answer ANY three (3) questions

SECTION A: COMPULSORY

1. In a short essay, identify three (3) contemporary issues confronting managing in the present time. Explain how each of the issues can affect effective management and organization development. How should managers handle these issues for good organizational performance?
(20Marks)

SECTION B:

Answer ANY three questions from this section.

1. Briefly explain SWOT analysis. (10 Marks)
2. Explain the reason why substitute products are taken as a threat by firms. (10 Marks)
3. Summarize the argument used to explain why the concept of corporate social responsiveness is an improvement over corporate social responsibility. (10 Marks)
4. What are disruptive innovations? Explain with an example. (10 Marks)

END OF QUESTION PAPER