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#### MNG2602

MAY/JUNE 2016 MEI/JUNIE 2016

# CONTEMPORARY MANAGEMENT ISSUES HEDENDAAGSE BESTUURSKWESSIES

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#### WARNING

- A candidate who without authorisation takes into the examination venue any book, document or object which could assist him in the examination, and does not hand over such material to the invigilator before the official commencement of the examination will be guilty of infininging the University's examination regulations and will be liable to punishment as determined by Council
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#### WAARSKUWING

- n Kandidaat wat sonder magtiging enige boek dokument of voorwerp wat hom in die eksamen behulpsaam kan wees, in die eksamenlokaal inbring en nalaat om die ongemagtigde materiaal aan die opsiener te oorhandig voordat die eksamen amptelik n aanvang neem, sal skuldig wees aan oortreding van die Universiteit se eksamenregulasies en hom blootstel aan straf soos deur die Raad van die Universiteit bepaal mag word
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MNG2602

(478716)

May/June 2016

#### **Contemporary Management Issues**

Duration

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2 Hours

70 Marks

EXAMINERS FIRST SECOND

MRS L CRONJE MS I VAN WYK

Closed book examination

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The use of a calculator is not permissible.

This fill-in examination paper consists of **27 pages**, including two additional space pages (pp 24-25), two pages for rough work (pp 26-27), and instructions for the completion of a mark-reading sheet

This is a fill-in examination paper and the completed paper as well as the mark-reading sheet must be submitted at the end of the examination session.

# INSTRUCTIONS

This examination paper consists of three sections

Section A: 40 multiple-choice questions, worth 1 mark each, which you must answer on the mark-reading sheet.

Section B: 10 fill-in questions, worth 1 mark each, which you must answer in the space provided in this fill-in examination paper

Section C: Three written questions worth 20 marks in total, which you have to answer in the space provided in this fill-in examination paper

Please ensure that you have filled in the following information on the mark-reading sheet:

- Your student number
- The module code MNG2602 (unique number 478716)

Please complete the attendance register on the back page, tear it off and hand it to the invigilator.

#### SECTION A: MULTIPLE-CHOICE QUESTIONS

[40 MARKS]

Answer the following multiple-choice questions on the mark-reading sheet provided. Also copy your answers to these questions into the table on page 16 so that we have a record of your answers if the mark-reading sheet is lost.

- Which one of the following is false regarding the roles and expectations of workers in the Knowledge Era?
  - 1 Workers actually own the means of production
  - 2 Jobs require a much higher level of technical skill.
  - 3 Workers need to depend on facts and focus on procedures
  - 4 Permanent employees are replaced with temporary employees.

2		e characteristics of the new organisation model differ substantially from see embodied in the traditional, bureaucracy model. The <b>new organisation's</b> is/are participative, whereas a <b>traditional organisation's</b> will be
	1	culture, unhealthy
	2	discussions, non-engaging
	વ	decision-making ton-down

- decision-making, top-down management style, autocratic
- 3 An example of a management challenge for a networked organisation is
  - 1 developing the skills as team members and team leaders
  - 2 actively encouraging initiatives for innovation and change
  - 3 understanding the diverse cultures of the individuals involved
  - 4 developing negotiating skills that enable them to negotiate win-win situations

4	During	step	six ın	Kotter's	Eight	Step	<b>Process</b>	for	successful	change,
	manage									

- 1 plan and create visible performance improvements
- 2 develop strategies to make the vision a reality
- 3 empower those who want to embrace change
- 4 stress the need for change

#### Questions 5 and 6

Consider the following methods managers can use to deal with **resistance to change** and answer questions 5 and 6

a b c d e f	manipulation and co-optation education and communication negotiation and agreement facilitation and support participation and involvement explicit and implicit coercion
5	When the cause of resistance to change is a lack of information or wrong information, can be an effective way to overcome the resistance
	1 b
	2 d
	3 e
	4 f
6	The method to overcome resistance that involves giving an individual of leader a role in the implementation of a change initiative, not to obtain the participation of the individual but to secure his/her endorsement of the initiative is
	1 a
	2 c
	3 d
	4 f
7	An example of a taken-for-granted assumption is This is the tendence of organisations to develop strategies incrementally based on historical and cultural influences, but failing to keep pace with changes in the environment
	1 strategic drift
	2 strategy deployment
	3 organisational learning
	4 organisational architecture

8	National	and	regional	cultures	dıffer	ın	terms	of	 	and

- 1 synergy, equality, assumptions
- 2 assumptions; authority, synergy
- 3 attitudes toward work, authority, equality
- 4 power distance, restraint, attitudes toward work
- 9 Which one of the following **national culture dimensions** deals with society's search for virtue?
  - 1 Power distance
  - 2 Uncertainty avoidance
  - 3 Individualism versus collectivism
  - 4 Long-term versus short-term orientation
- Which one of the following is **not** a guideline, as identified by Cummings and Worley (2009) in attempting to **change the culture** of an organisation?
  - 1 Formulating a new vision that guides the purpose of the culture change
  - 2 Terminating the services of people who do not fit into the culture
  - 3 Socialising newcomers to fit into the new culture
  - 4 Leaving elements of the culture unchanged

#### Questions 11 and 12

Match the actions of the person with the power in Column B to the influence tactics in Column A

Column A Influence tactics	Column B  Actions of the person with the power
11 Ingratiating	Coaxing the target through logical arguments and factual evidence that a proposal or request is viable
12. Rational persuasion	Promising that the target will receive rewards or benefits if he/she complies
	Using friendliness, humour or flattery before making a request to the target
	4 Arousing enthusiasm by making an emotional request to the target

13		cerns the
	1 2	direction of ethical culture, directing of an organisation's relationships organisation's social responsibilities, evaluation of the ethical standards employed
	3	management of stakeholders, development of the organisation's ethical culture
	4	control of an organisation's operations, promotion of the organisation's ethical culture
14		dimension of ethical analysis is defined by the tacit and explicit ms and rules that characterise an organisation's culture
	1	normative
	2	organisational
	3	macro-ethical
	4	consequentialism
15.		ording to the approach to normative ethics, the morality of an on is judged according to the
	1	deontology, action's adherence to a set of rules
	2	virtue ethics, interests of everyone involved
	3	consequentialism, outcome of the moral agent's virtuous nature
	4	deontology, positive long-term consequences that the action holds
16.		main advocate of the narrow view of corporate social responsibility is, and he argues that
	1	Milton Friedman; organisations should contribute to the welfare of society
	2	Edward Freeman, social responsibility arises from social power
	3	Edward Freeman, corporate social responsibility is unethical
	4	Milton Friedman, the business of a business is profit making

17		ch one of the following is <b>not</b> one of the four pillars on which <b>corporate ernance</b> should be based, as stipulated by the World Bank?
	1	Accountability
	2	Transparency
	3	Responsibility
	4	Honesty
18	Corp	porate citizenship, ethical leadership and sustainability are dimensions of
	1	the comply or else model
	2	normative ethical theory
	3	the King III Report
	4	business ethics
19	The	ıs/are the cornerstone(s) of diversity behaviour.
	1	organisation's strategic values
	2	right the wrongs approach
	3	melting pot assumption
	4	platinum rule

- Which one of the following categories of management problems relating to diversity in a South African workplace is based on the premise that the environment of organisations in developing countries is different from that of First World countries?
  - 1 The question of affirmative action
  - 2 The question of economic empowerment
  - 3 The quest for a new management philosophy
  - 4 The quest to create a balanced management environment

#### Questions 21 and 22

Consider the table below about the arguments for managing diversity and their corresponding reasoning, and answer questions 21 and 22

Argument	Reasoning
(a)	Organisations with the best reputations for managing diversity will
	win the competition for the best personnel.
Creativity	(b)

- 21 Identify the argument for option (a)
  - 1 Resource acquisition
  - 2 System flexibility
  - 3 Problem-solving
  - 4 Cost
- 22 Identify the **reasoning** for option (b) that relates to the creativity argument
  - 1 The diversity of perspectives and the modernising of diversity management will improve the use of imagination.
  - 2 Heterogeneity in decision-making groups produces better decisions through a wider range of perspectives
  - 3 The system will become less standardised and therefore more fluid; creating greater flexibility to react creatively
  - 4 Members with roots in other countries bring new insight and cultural sensitivities to operations

# Questions 23 and 24

Consider the following list of <b>divers</b>	ty efforts and answer	questions 23 and 24.
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a b c d e f	be littl on be	ective implementation of affirmative action policies consistent enforcement of diversity policies lieving in a monoculture organisation le is being done in the area of economic empowerment going diversity education and training initiatives lieving in a culture of enabling employees anagerial commitment not fied to organisational rewards
23.	Br	oad-based diversity efforts on the organisational diversity continuum include
	1	a; b
	2	b; e
	3	e; f
	4	f; g
24	1 2 3 4	the middle of the diversity continuum, diversity efforts are based on and  a, c b; d c; e e, g
25	Wh dive	ich one of the following is the <b>second</b> step in the implementation of the erse workforce development strategy?
	1	Formulating a vision for a diverse workplace
	2	Building a corporate culture that values diversity
	3	Changing structures, policies and systems to support diversity
	4	Providing diversity awareness and cultural competency training

- 26 Identify the **role player** in project management that is responsible for ensuring that the projects produce the expected organisational benefits
  - 1 Operational manager
  - 2 Tactical manager
  - 3 Programme director
  - 4 Project sponsor

#### Question 27

Consider the following list of steps in the project management process

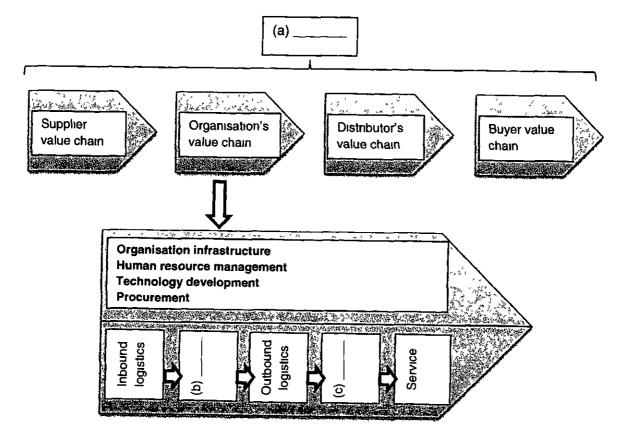
- a Develop a stakeholder plan
- b Develop the quality management plan
- c Define change control procedures
- d Define the scope of the project
- e Develop the tactical project plan
- f Develop a communication plan
- 27 Rearrange these six steps in the correct sequential order.
  - 1 e, f; d, b, c; a
  - 2 b, f; d; c, a; e
  - 3 e, b, c, a, f; d
  - 4 b; a, d, c, e, f
- Which one of the following is **not** a responsibility of **the project management office**, but rather that of the **project manager**?
  - 1 Ensuring that the skills of the project team meet project-specific quality requirements.
  - 2 Acquiring and utilising project management systems and tools
  - 3 Handling all the administration for project-related activities such as monitoring, controlling and reporting.
  - 4 Developing, documenting and maintaining the organisation's project management policies, processes and procedures.

- 29 In a stakeholder matrix, the most appropriate strategy to manage stakeholders with a high interest in, but low influence on, the project is to
  - 1 put in minimal effort
  - 2 keep them satisfied
  - 3 keep them informed
  - 4 build a strong relationship with them
- Compiling a resource management plan, is an activity that forms part of step

  of the project management process, namely \_\_\_\_\_
  - 1 fourteen, monitoring and controlling project activities
  - 2 seven, developing key performance indicators
  - 3 ten, conducting the risk management plan
  - 4 nine; developing the project schedule

#### Questions 31 to 33

Consider the following figure and complete it by answering questions 31 to 33



31	Complete option (a) in the figure above				
	1	Value system			
	2	Primary activities			
	3	Expert system			

32. Complete option (b) in the figure above

Secondary activities

- 1 Marketing
- 2 Accounting
- 3 Operations
- 4 Human resources
- 33 \_\_\_\_\_ works closely with the \_\_\_\_ function, represented by option (c)
  - 1 Research and development, marketing
  - 2 Supply management; supplier logistics
  - 3 Marketing; information technology
  - 4 Top management, operations

#### Questions 34 to 40

Read the following case study and answer questions 34 to 40

#### ARLA FOODS IN LATIN AMERICA AND CHINA

On a rainy day in September 2014, Janus Skøt, Senior Director of Arla Foods Latin America and the Caribbean (LATAM), looked out of the window of his office in Mexico City. He was attempting to determine how Arla Foods could build a competitive advantage in Latin America countries given their shortage of milk products and growing middle class. Arla Foods has a diverse portfolio of high-quality dairy products, and over the course of several years, it had developed a strategy for LATAM based on cooperation with local partners, such as dealers and distributors, aimed at integrating its products into local retail chains (supermarkets). End consumers in the 20 LATAM countries had different levels of purchasing power that affected their purchasing decisions. Therefore, Janus carefully considered how Arla Foods could develop a strategy to reach consumers across all income segments.

#### **Arla Foods**

In the 1880s, Danish and Swedish milk farmers joined together to create a cooperative to invest in common dairy production facilities. This allowed them to make efficient use of their milk and ensure higher quality products. Over the years the cooperative idea proved increasingly attractive. Small farmer cooperatives merged and grew stronger. They expanded from local to regional cooperatives. Aria Foods was created in 2000 as a result of the merger of MD Foods of Denmark and Aria of Sweden. Thereafter, Aria Foods expanded through several acquisitions and mergers with other cooperatives. In 2014, the Aria Foods cooperative was owned by 13 500 farmers located in seven countries. Belgium, Denmark, Germany, Luxembourg, the Netherlands, the UK and Sweden.

Arla Foods has three major brands that cover several product lines. (1) Arla, which produces a wide range of dairy products, (2) Lurpak, which produces high-quality butter and spreads, and (3) Castello, which produces high-quality speciality cheeses Arla Foods' dairy products are sold in more than 100 countries, including South Africa

#### Meet the Arla people

At Arla Foods, apart from milk, people are the most important resource. They continuously focus on making the work day even better and on creating a good working environment for everyone — both physically and mentally. Every individual is appreciated and they strive to achieve a healthy work-life balance. Individuals are given a high degree of freedom and responsibility, and the business is built on openness and employee influence. It's at the heart of everyone at Arla Foods that the business is grown in a positive way. The products, activities and growth should not only create value for the farmers who own Arla, but itt should also improve the lives of people, help customers to grow, bring exciting opportunities to colleagues working at Arla and contribute positively to society. Arla Foods aims to secure the highest value for its farmers' milk while creating opportunities for their growth.

#### Reaching the LATAM market

Growth in the LATAM market required cooperation with local partners, which was one of Arla Foods' main goals for conducting business around the world. The distribution network was fragmented, with mostly small, family-owned firms. While Western firms might be familiar with supermarket chains, some LATAM countries only have large kiosk convenience stores. The consumers in the region are also heterogeneous in their shopping habits, and have different characteristics from European consumers.

In the summer of 2013, Janus began to build the LATAM team that would function under his leadership. He hired professionals with work experience in Latin America and the Caribbean who were fluent in Spanish. There were also three other Danes working in the office in Mexico City. Firstly, there was Berit Jeanette Haven Andersen, who was appointed business development manager. She assessed new markets and projects for Arla Foods' product portfolio and brought new contracts and ideas to the group. Secondly, Lars Tang Mikkelsen, was the country manager for Mexico. He started out as a sales representative for Arla Foods back in 2001, and because of his drive and passion for the company, he worked himself up to country manager in 2013. Finally, there was Christoffer Skjoldelev Madsen, the export manager for Central America. His main responsibilities included maintaining and developing relationships with distributors. In addition, the office was staffed with one Mexican, Guillermo Batiz Molina, who was appointed as the export manager. This LATAM team was responsible for developing a strategic plan to gain a larger market share in the countries in which Arla Foods was already present and to develop, and execute, an overall strategy for the LATAM region.

Janus and his team came to the conclusion that the most convincing strategy was cooperation with a local partner, which would involve selecting a distribution partner and building a long-term strategy together. Time was of the essence, especially in terms of competition France's Lactalis purchased assets from LBR (Lácteos do Brasil) as well as the dairy division of BRF (Brazil's second largest food company in terms of revenue). Lactalis' acquisitions in Brazil showed that the French company had an aggressive strategy for the Brazilian market. Janus knew that they had to quickly react to the rapid consolidation of the dairy industry in the LATAM region. An urgent meeting was arranged for brainstorming and after an agreement was reached, the team committed to a specific response to the situation.

#### Arla in China

Arla Foods entered into a joint venture with Mengniu Dairy in China in 2005, forming Mengniu Arla This project was designed to allow Arla to easily tap into the Chinse market through a local expert. The local expert was the key player in providing Arla Foods with access to local contacts and knowledge, which were essential for moving the business forward.

#### Mengniu Arla scandal

In 2008, Aria Foods was part of a scandal over the melamine contamination of baby milk in China, after Mengniu Dairy was named as one of the companies whose products had tested positive for the substance. Melamine is a chemical that can cause kidney stones and other health problems when consumed. Although it is banned in food production in China, it is thought that the chemical was deliberately added to the milk to boost its protein content

The products were all recalled and the production at Mengniu Aria's milk powder factory was temporarily suspended, even though Mengniu did not receive any complaints from its consumers Arla Foods CEO Peder Tuborgh said "The situation is extremely distressing for all the families who need milk of the highest quality to feed their children. It is extremely important that we get to the bottom of the problem so that consumers' safety can be guaranteed and confidence in the Chinese dairy industry be maintained. Together with Mengniu and the authorities, we're doing everything we can to safeguard quality "

Analysis equipment that can test milk for traces of melamine was ordered and sent to China. All products up to the temporary halt in production were also tested before being distributed to stores

#### Sources

Arla Foods 2008 Crisis in China's dairy industry also hits Arla [online] Available from http://www.arla.com/about-us/news-andpress/2008/pressrelease/crisis-in-china-s dairy industry-also-hits aria-760491/ [Accessed 9 September 2015] Arta Foods 2015 About us - Organisation [online] Available from http://www.aria.com/about us/organisation/ [Accessed 9 September 2015] Arla Foods 2015 Meet Arla - Our culture [online] Available from http://www.arla.com/job.and-career/meet-arla/our-culture/ [Accessed 9 September 2015]

Flexnews 2008 Aria Hit by China Baby Milk Contamination Crisis (online) Available from http://www.flex-news-

food com/console/PageViewer aspx?page=19159 [Accessed 9 September 2015]

Ramirex, J and Modrow, S 2015 Building a 'milky way' from Denmark to Latin America and the Caribbean [online] Available from http://www.thecasecentre.org/programmeAdmin/products/view?id=127241 [Accessed 7 September 2015]

34.		process of the changes at Mengniu Arla, resulting from the 2008 Mengnius, can be categorised as
	1 2 3 4	reactive top-down punctuated revolutionary
35		ording to <b>Jones, Dunphy, Fishman, Larne and Canter</b> , Arla Foods' ure can be classified as a <b>culture</b>

- 1 clan
- 2 person
- 3 defensive
- 4 constructive

36		Foods' strategic partnership with Mengniu Dairy represents a(n) for the company
	1	threat
	2	strength
	3	weakness
	4	opportunity
37	In 20	005, Arla Foods employed a corporate growth strategy.
	1	product development
	2	market development
	3	backward integration
	4	forward integration
38		ording to the <b>Belbin method</b> , the <b>resource-investigator</b> on the LATAM is
	1	Berit Jeanette Haven Andersen
	2	Christoffer Skjoldelev Madsen
	3	Lars Tang Mikkelsen
	4	Janus Skøt
39	Acc role	ording to the <b>Belbin method</b> , Lars Tang Mikkelsen fulfils the <b>team</b>
	1	plant
	2	shaper
	3	company worker
	4	monitor-evaluator
40	The	LATAM team is a type of team
	1	virtual
	2	self-managed
	3	problem-solving
	A	cross-functional

**SUB-TOTAL SECTION A: 40 MARKS** 

Please copy your answers from the mark-reading sheet into the table below so that we can mark it if the mark-reading sheet is lost

Write down the number in the answer column ONLY

For example

Question	Answer
1.	3

IMPORTANT: You must still fill in the mark-reading sheet, as the table will only be considered in the event that the mark-reading sheet is lost.

Question	Answer	Question	Answer
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2.		22.	
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SEC	TION B: FILL-IN QUESTIONS	[10 MARKS]
•	Answer the fill-in questions in the space provided in this answered by the space write legibly.	ver script.
Que	stions 1 to 6	
	or back to the case study on Arla Foods (pp 12-14), and complete ences by filling in the missing word	the following
1	Arla Foods' brands, Lurpak and Castello, represent its	
	capital	(1)
2	Aria Foods' decision to increase its competitive advantage in LA	
		(1)
3	The demographic trends in the LATAM market act as	
	forces for Arla Foods to change	(1)
4.	The variable which influences organisations to change that is	most evident
	ın the case study ıs	(1)

Arla Foods is following a \_\_\_\_\_\_ generic strategy

Freedom and openness at Arla Foods is an example of the

5.

6

level of organisational culture

(1)

(1)

#### Questions 7 to 10

Cor	nplete the following sentences by filling in the missing word(s)
7.	In project management, a programme (tactical) manager manages
	which is in contrast to a project manager whose sole responsibility is
8	A PERT diagram will typically be developed during the
	phase of project management (1)
9	The internet business model that isbased adds
	value by capturing customer preferences and by improving customer service
	(1)
10	us an e-business advanced technology that
	is used for monitoring, control and reporting on organisational performance at
	tactical and strategic level. (1)

SUB-TOTAL SECTION B: 10 MARKS

# [20 MARKS] **SECTION C: WRITTEN QUESTIONS** Answer the written questions in the space provided in this answer script. Plan your answers carefully, while considering the allocated space for your answer. Please write legibly. No marks will be awarded for the listing of facts (theory) only, as the question requires you to apply the theory. (8 marks) **Question 1** Name the conditions that should ideally exist for the Arla Foods LATAM team to be effective. Indicate which of these conditions currently exist by providing evidence from the case study on pages 12 to 14

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# Question 2 (6 marks)

2 1	Identify the mission statement of Arla Foods as stated in the case study on
	pages 12 to 14 (2)
221	According to your answer in question 2.1 above, identify which components of
	the mission statement are present. (3)
	· · · · · · · · · · · · · · · · · · ·
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2 2.2	answer	/our (1)
Ques	tion 3	(6 marks)
3 1	Name and describe any two conflict management strategies	(4)
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**SECTION C SUB-TOTAL: 20 MARKS** 

**GRAND TOTAL: 70 MARKS** 

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made to which question it refers

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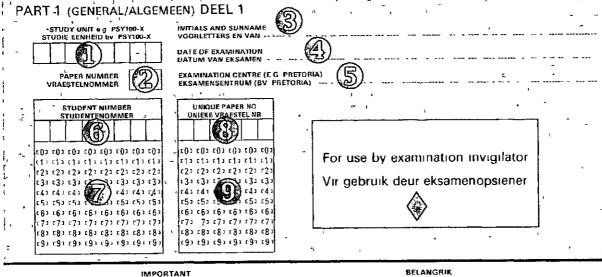
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# Inversity UNIVERSITEIT VAN SUID-AFRIKA

**EXAMINATION MARK READING SHEET** 

**EKSAMEN-MERKLEESBLAD** 



- 1 USE ONLY AN HB PENCIL TO COMPLETE THIS SHEET
- 2 MARK LIKE THIS +
- 3 CHECK THAT YOUR INITIALS AND SURNAME HAS BEEN FILLED IN CORRECTLY
- ENTER YOUR STUDENT NUMBER FROM LEFT TO RIGHT
- CHECK THAT YOUR STUDENT NUMBER HAS BEEN FILLED IN CORRECTLY
- 6 CHECK THAT THE UNIQUE NUMBER HAS BEEN FILLED IN CORRECTLY
- CHECK THAT ONLY ONE ANSWER PER QUESTION HAS BEEN MARKED
- 8 DO NOT FOLD

- 1 GEBRUIK SLEGS N HB POTLOOD OM HIERDIE BLAD TE VOLTOOT
- 2 MERK AS VOLG +2
- KONTROLEER DAT U VOORLETTERS EN VAN REG INGEVUL IS
- VIII U STUDENTENOMMER VAN LINKS NA REGS IN
- 6 KONTROLEER DAT U DIE KORREKTE STUDENTENOMMER VERSTREK HET
- 6 KONTROLEER DAT DIE UNIEKE NOMMER REG INGEVUL IS
- MAAK SEKER DAT NET EEN ALTERNATIEF PER VRAAG GEMERK IS
- MOENIE VOU NIE

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