



UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Postgraduate & Mid-Career Development Unit

Master of Business Administration (Weekday) programme
(Semester I, Second half -Repeat) Examination – March, 2017

MBA 533 – Contemporary Management Thought

Three (03) Hours

Answer **any FIVE (05)** questions. Use **separate answer books** for **Part I & Part II** and hand over to the supervisor separately.

This is an Open Book Examination.

Part -I

1. "Theories are not truth".

Critically analyze the above statement using your knowledge in theorizing process. You may use an organization theory of your choice and an appropriate organizational phenomenon also.

(20 marks)

2. "Postmodern woman/man achieved liberation through consumption".

Do you agree with the above statement? Use your knowledge of postmodern concepts and context to support your answer.

(20 marks)

3. "Most professionals are necessarily laborers subject to labor market demand. Restricting the supply of professionals is a practiced by professional associations to create artificial demand for their profession."

Using your knowledge of capitalism and Marxism, analyze the above statement in contemporary Sri Lankan context.

(20 marks)

4. "Globalization is the new found equality among colonies and colonizers."

Critically analyze the above statement using your knowledge in globalization and colonization.

(20 marks)

Part -II

5. "Consumerism is a necessary evil of the modern capitalist system and businesses encourage consumers to engage in wasteful and excessive consumption".

With suitable examples from the business world, explain how businesses encourage consumers to engage in wasteful and excessive consumption.

(20 marks)

6. "Businesses might approach sustainability with genuine commitment and enthusiasm. However, the profit and growth motives of businesses prevent them from achieving the triple-bottom-line balance advocated in sustainable businesses."

Do you agree with the above statement? Use suitable examples to justify your position.

(20 marks)

7. Sheryl Sandberg said "I don't pretend there aren't biological differences [between men and women], but I don't believe the desire for leadership is hardwired biology, not the desire to win or excel. I believe that it's socialization, that we're socializing our daughters to nurture and our boys to lead." [In a 2013 interview by Nancy Gibbs of Time Magazine]

Discuss the statement in terms of the outcome of such socialisation and the impact it has on organisations.

(20 marks)