

CONTEMPORARY MANAGEMENT ISSUES: MNG2602

MAY/JUNE 2015 SOLUTIONS

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SECTION B

QUESTION 1

-Utilitarianism approach refers morality of where interests of everyone is involved

-When the Utilitarian approach is adopted, the effects of a particular action on those directly involved is judged in terms of what provides the greatest good for the greatest number of people

-Utilitarianism is consequential where the morality of an action is judged according to the positive long-term consequences that the action holds

Tip: This question require your subjective view weather you will land the plane or stay aloft

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SECTION B

QUESTION 51

a. **Strategic manager (programme director)** was Mr Sihle Mathaba, he organised regular meetings and analysed both the external and internal environment of Woolworths. He also considered all sources of potential risk.

b. **Project sponsor** is Mr Tim Boardman. He had opened lines of communication to the top management level of Woolworths through his colleagues. He has access to a greater number of contacts and networks in Woolworth's environment.

c. **Operational manager (project manager)** is Mr Chris Nissen. He is responsible for the execution and control of the project. He compiled a plan that stated which member of the team was responsible for which specific task.

Tactical manager- Thabile,

d. **Project team** consisted of Ms Cassiram, Mr Malebane, Mr Karnal and Mrs Stricker., who were responsible for training, communication with the farmers, local community involvement and resource allocation.

d. **Project management team office** was the project administration hub located at the Woolworths regional office in Mpumalanga close to Elukwatini. The leader of the hub was Mrs Jane Claasen. She was responsible for setting the standards for the project

e. **The client** is the farmers of Elukwatini, Mpumalanga

QUESTION 52

The farmer improvement project can be categorised under the external perspective of project management. External perspective is an outward perspective taken to determine the effectiveness of the organisations products and services in the market place. Given the inequalities of between communities in a developing society such as South Afroca, upliftment and development programs are needed.

Woolworths partnered up with Technoserve and Qutom and provided training, mentoring, technical assistance to small scale farmers in the impoverished community of Elukwatini, Mpumalanga. Woolworths further assisted the farmers with a grant and production loan of R350 000. The pilot project started in 2011 and it formed part of Woolworths Good Business Journey