

Tutorial Letter 201/3/2013

General Management

MNG2601

Semesters 1 and 2

Department of Business Management

This tutorial letter contains important information about your module.

Bar code

CONTENTS

1	INTRODUCTION	3
2	COMMENTS ON ASSIGNMENT 01	3
4	CONCLUDING REMARKS.....	5

1 INTRODUCTION

Dear Student

This tutorial letter provides feedback for Assignment 01. The assignments and feedback on these assignments constitutes a vital part of your learning, and assist you in preparing for the next assignment and the examination. Please study the comments carefully and compare your answers to the model answers.

2 COMMENTS ON ASSIGNMENT 01

Assignment 01 was compulsory for admission to the examination and contributes (together with assignment 02) to your year mark (as stipulated in Tutorial Letter 101, section 8.1). The following table provides you with the answers to the 20 multiple-choice questions in Assignment 01. It also provides you with references to the prescribed book, and an explanation of the answer in cases where answers are not directly derived from the textbook.

IMPORTANT:

Strategic Management (chapter 4 in the prescribed book) is not prescribed for examination purposes, although some of the questions in this assignment are from chapter 4 (strategic management).

QUESTION	ANSWER	WHERE TO FIND IT?	EXPLANATION
1	2	Chapter 4, page 119	
2	2	Chapter 4, page 121	Stars are businesses in rapidly growing markets with large market shares. In the early 1980's, IBM positioned itself as one of the most profitable companies in the IT industry – and the business world – and had become the largest computer maker in the world.
3	2	Chapter 3, pages 66 - 67	The micro environment refers to an organisation's vision, mission and strategies. It further refers to the organisational structure in

QUESTION	ANSWER	WHERE TO FIND IT?	EXPLANATION
			terms of the management and staff members.
4	1	Chapter 3, pages 67 - 71	The market environment contains those variables that revolve around competitors and their products.
5	4	Chapter 3, pages 71 – 77	The macro environment contains six variables namely, the political, economical, technological, socio-cultural, ecological and international environments.
6	1	Chapter 4, page 115	
7	2	Chapter 1, page 10	
8	3	Chapter 1, page 14	
9	4	Chapter 1, page 15	Top management must possess exceptional conceptual skills.
10	4	Chapter 3, page 62	
11	2		Threats are conditions in the external environment that can have a negative impact on the organisation (for example competition). Weaknesses are internal characteristics that could place the organisation at a disadvantage (for example high employee turnover and unhappy staff due to the threat of layoffs).
12	2	Chapter 4, page 97	
13	4	Chapter 4, page 117	
14	2	Chapter 5, page 136	
15	4	Chapter 6, pages 167 - 168	It was a decision that does not refer to repetitive and routine tasks. Although management could not say for certain what the outcome of this decision would be, they could assign a probability to the outcome based on their competitors success and IBM's well established brand name.
16	2	Chapter 6, page 169	
17	3	Chapter 6, page 181	The probability analysis and the decision tree are both decision making tools that can be used

QUESTION	ANSWER	WHERE TO FIND IT?	EXPLANATION
			when making decisions in conditions of risk and uncertainty.
18	1	Chapter 7, page 195	
19	4	Tutorial letter, page 13	Refer to the case study under the heading “IBM enables rivals to produce imitations of the IBM PC”.
20	4	Chapter 7, pages 202 – 203	

4 CONCLUDING REMARKS

We trust that the above guidelines will assist you in evaluating your answers for Assignment 01. The feedback for Assignment 02 will be sent to you after the due date of the assignment. With regards to the examination, please plan your studies and give yourself sufficient time to study and prepare for the examination. Don't forget to revisit the learning outcomes for each topic and chapter. You'll find them in your textbook and study guide.

We wish you every success in your study of the module in General Management (MNG2601)'s examination and encourage you to contact us, if you encounter any problems with the content of the module.

Kind regards

Lecturers MNG2601

DEPARTMENT OF BUSINESS MANAGEMENT

UNISA