MANAGING ORGANISATIONAL RESOURCES  
GBAT9129  

SUPERVISED OPEN-BOOK EXAMINATION

Time Allowed: 2 Hours  
Plus Reading Time: 10 Minutes

INSTRUCTIONS

1. This is a supervised open-book examination. Course study guide, self-made notes, pens, pencils and erasers may be brought into the examination room.

2. You are allowed to use electronic devices for the purpose of referring to digital course materials and notes only. These devices must not be connected to the internet, Wi-Fi must be disabled and tablets must be in flight mode. They must not be used to type your exam responses.

3. Please write your name and student number in the space provided at the bottom of this page. Please also include your signature in the space provided below.

4. Your reading time before the examination is 10 minutes. Reading time is restricted to the examination paper only – no other resources may be consulted during this reading time. During reading time you may complete your details on the bottom of this page. You may also make notes on the final page of this examination paper ONLY, which has been left blank for your workings. (These workings will not be marked.)

5. This examination paper contains three questions which have been allocated a total of 30 marks.

6. YOU MUST ANSWER ALL QUESTIONS.

7. Answers must be in blue or black ink; however, pencil may be used for your workings.

8. Please write your answers on this examination paper in the space provided. Your answers must not exceed the allocated space. Any material that is written outside this allocated space will not be marked.

9. You must return this examination paper. No documentation is to be retained by candidates.

10. The examination contributes 30% towards your final grade in this course.

NAME: ____________________________________________________________

STUDENT ID: _______________________________________________________

SIGNATURE: _________________________________________________________

You must answer each question on this exam paper in the space provided.
QUESTION 1 (Total 15 marks)

(a) Outline and illustrate the differences between the types of knowledge. (3 marks)

(b) Discuss proven knowledge management practices (including the importance of making tacit knowledge explicit). (7 marks)

(c) Discuss practices associated with effectively managing and measuring people as a strategic resource. Your answer should include discussion about employee engagement and its measurement. (5 marks)
QUESTION 2 (Total 10 marks)

It is argued that corporate responsibility, and social ethics and transparency should underpin a core business strategy with a view to driving value creation over the longer term. This also impacts on reputational capital.

Define reputation and then discuss tools, frameworks and methodologies being adopted to undertake the measurement and evaluation of corporate social responsibility and reputation capital.
QUESTION 3 (Total 5 marks)

Discuss contemporary frameworks such as the Balanced Scorecard (BSC) and Intangible Asset Monitor as tools for measuring and managing organisational resources. Explain their advantages and how they overcome the limitations of measurements. Then identify critical factors required for both the effective design and implementation of the balanced scorecard framework.
END OF EXAM

This page has been left blank for your workings. Do not detach this page from the examination paper. This page must be returned with your examination paper.