

# Written Exam Economics Summer School 2015

## Organization Theory

### Bachelors and Masters Course

48 hours take home exam from 05 August 1500 hrs to 07 August 1500 hrs

This exam paper consists of 2 pages in total

Please note that the language used in your exam paper must correspond to the language of the title for which you registered during exam registration, i.e., if you registered for the English title of the course, you must write your exam paper in English. Likewise, if you registered for the Danish title of the course or if you registered for the English title which was followed by “eksamen på dansk” in brackets, you must write your exam paper in Danish.

If you are in doubt about which title you registered for, please see the print of your exam registration from the students’ self-service system.

***The paper must be uploaded as one PDF document (including the standard cover and the appendices). The PDF document must be named with exam number only (e.g. ‘1234.pdf’) and uploaded to Absalon.***

#### **Focus on Exam Cheating**

In case of presumed exam cheating, which is observed by either the examination registration of the respective study programmes, the invigilation or the course lecturer, the Head of Studies will make a preliminary inquiry into the matter, requesting a statement from the course lecturer and possibly the invigilation, too. Furthermore, the Head of Studies will interview the student. If the Head of Studies finds that there are reasonable grounds to suspect exam cheating, the issue will be reported to the Rector. In the course of the study and during examinations, the student is expected to conform to the rules and regulations governing academic integrity. Academic dishonesty includes falsification, plagiarism, failure to disclose information, and any other kind of misrepresentation of the student’s own performance and results or assisting another student herewith. For example failure to indicate sources in written assignments is regarded as failure to disclose information. Attempts to cheat at examinations are dealt with in the same manner as exam cheating which has been carried through. In case of exam cheating, the following sanctions may be imposed by the Rector:

- 1. A warning
- 2. Expulsion from the examination
- 3. Suspension from the University for at limited period or permanent expulsion.

The Faculty of Social Sciences  
The Study and Examination Office  
October 2006

## **Assignment**

### *Case:*

Whitbread PLC (the case study is part of the course syllabus – given as text 25)

### *Question:*

The fifth element of 'The 11 Point Plan' proposed at Whitbread PLC was "restructuring the company from being division-based to a Brand-Management organization with 'big brand' MDs reporting to the CEO". Given this requirement, how would you go about restructuring Whitbread? What do you suppose are the advantages of the proposed restructuring? What are the associated challenges? What sources of resistance would you anticipate and what would be your strategy towards managing this? How would you mobilise support and commitment for your proposals?

In your answer, you are expected to draw upon and apply relevant theories from the course. You may decide for yourself what theories are relevant. You may also choose a combination of theories as the answer can be framed from a number of perspectives, e.g., those on organizational structure, culture and change. Other perspectives may also be relevant depending on the focus of your proposals.

### **Maximum length of exam paper:**

The maximum size of the exam paper is 10 standard pages (A4 sheet). Front page(s), table of contents and list of literature, if any, are not included when the number of pages is counted. A standard page is a page with a 12 pitch-font, all margins set to 2.5 cm and line spacing set to 1.5. The students are welcome to use word processing packages like Scientific Workplace or a kind of Text in which such a formatting is not natural. The student is then required to ensure that the formal requirements are met. Any tables, charts and footnotes etc. are considered part of the standard page and consequently form part of the total number of pages in the paper. If the requirement regarding the maximum number of pages is not adhered to, then the exam paper will be rejected and counted as one exam attempt. Each student writes his/ her own exam paper. Exam papers written by two or more students are not accepted.