



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **BGN1305 Principles and Practices of Management**
Trimester & Year : January – April 2018
Lecturer/Examiner : Ng Boon Aun
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (20 marks) : Answer all TWENTY (20) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
PART B (80 marks) : Answer all TWO (2) scenario based questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students’ Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 7 (Including the cover page)

PART B : SCENARIO-BASED QUESTIONS (80 MARKS)

INSTRUCTION(S) : Answer all **TWO (2)** questions. Write your answers in the Answer Booklet(s) provided.

Question One

DIVE is one of the more established hair product producing companies in the industry. Every year, substantial amount of data and information will be collected to measure actual performance of the company which is to be discussed during the company's annual meeting.

During their latest annual meeting, it is mentioned that the sales of their product has suffered from a slight decline in the past year. After further investigation, the management team of DIVE concluded that the drop in sales could be a result of:

- a. Increase in consumers who are interested in environmental friendly hair products.
- b. Increase in advertisement on the social media about how shampoo and hair products that are not environmental friendly can pollute the environment.
- c. The introduction of a new, environmental friendly hair product by their competitors.

As such, the director of DIVE decided to actively find new ways for the company to go green in all areas of the business.

a. Discuss **FOUR (4)** different approaches companies can take in efforts of going green. Provide relevant examples to support your answer. (20 marks)

b. Identify and describe **FOUR (4)** sources of information that are frequently used to measure actual performance. Provide relevant examples to support your answer. (20 marks)

Question Two

DD Company has developed what it believes will be a commercially viable 3D copier that could create three-dimensional replicas of actual objects. 3D printing, whilst not an entirely new concept and is still very much at the introductory phase of its lifecycle. So far it has mainly had applications in engineering and other manufacturing industries to design objects from digital models. The copier designed by DD Company has great future potential as a consumer product. To date, the owners of DD Company have provided the funding for their business, but to move to the next stage and commercialise their invention an additional huge investment will be required.

The company has focused all their energy into creating the new invention and has not been interested in planning for the future of the business. However, they have been advised that in order to attract investment they must formalise their strategy for DD Company. Taking this forward the company have decided that the 'text-book' rational / formal approach will provide a helpful framework to do this.

(Adopted from the Chartered Institute of Management Accountants, 2014)

- a. Identify and describe the **FIVE (5)** important steps of the strategic management process DD Company has to undergo to enable the company to carry out formal planning.
(15 marks)

- b. "Planning plays an important role in ensuring the success of a company. Although it makes sense for an organization to establish goals and direction, critics have challenged some of the basic assumptions of planning."
Identify and analyse **THREE (3)** benefits of formal planning. Provide relevant examples to support your answer.
(15 marks)

- c. Being the first company to introduce their invention to the market, DD Company is said to be the first mover in the market. Define what first mover is and determine **TWO (2)** advantages and **TWO (2)** disadvantages of being a first mover.
(10 marks)

END OF EXAM PAPER