



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MGT1513 Fundamentals of Management**
Semester & Year : January – April 2024
Lecturer/Examiner : Nabilah Binti Mohamad Hafizuddin
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:

PART A (30 marks) : THIRTY (30) multiple-choice questions. Shade your answer in the Multiple-Choice Answer Sheet provided. You are advised to use a 2B pencil.
PART B (70 marks) : TWO (2) short-answer 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 = 6 (Including the cover page)

PART B**: SHORT-ANSWER QUESTIONS (70 MARKS)****INSTRUCTION (S)**: Answer all **TWO (2)** short-answer questions.

Write your answers in the Answer Booklet (s) provided.

Question 1

Mr. Faris received a promotion as a branch manager at one of the Ramzi Burger's largest locations, a fast-food restaurant chain in Klang Valley. His subordinates include two assistant managers who report directly to him, and another twenty crew members who work in the fast-food restaurant. While the other assistant manager oversees the night shift, the first one is in charge of the morning shift.

- a) Describe **FOUR (4)** possible managerial roles Mr. Faris would perform in running day-to-day operations of the branch. (10 marks)
- b) Based on the branch organizational design, describe **FOUR (4)** elements of organizational design. (10 marks)
- c) Describe **FOUR (4)** reasons why Mr. Faris should engage in planning for the branch. (10 marks)
- d) Mr. Faris oversees a team of crew members who work together to deliver service to customers at Ramzi burger's largest location. Discuss **FOUR (4)** characteristics they should have in order to be an effective team in the context of a fast-food restaurant environment. (10 marks)

[Total: 40 marks]**Question 2**

Ms. Sabrina understands that her hotel needs to provide great customer service in order to bring in guests and keep them returning back. She is exercising control over staff to make sure they work productively and effectively to deliver that service. She believes there was little lasting impact from the training DVDs she used to teach housekeepers how to promptly and efficiently clean guest rooms. She then started conducting unexpected inspections and rating the cleanliness of the rooms using the standards from the training video.

- a) Describe **FOUR (4)** types of reinforcement she can motivate and inspire her employees to work efficiently and effectively. (10 marks)
- b) Effective communication is essential for Ms. Sabrina to convey her expectations and feedback to her employees regarding cleanliness standards in guest rooms. Explain **FOUR (4)** potential barriers to communication that she may encounter when interacting with her housekeeping staff. (10 marks)
- c) Discuss **FOUR (4)** strategies to successfully implement change in the hotel's housekeeping department. (10 marks)

[Total: 30 marks]**END OF EXAM PAPER**