



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **DGN1307 Management**
 Trimester & Year : January – April 2018
 Lecturer/Examiner : Ng Boon Aun
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 - PART A (25 marks) : Answer all TWENTY-FIVE (25) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
 - PART B (75 marks) : Answer all FIVE (5) 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 = 7 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (75 MARKS)

INSTRUCTION(S) : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

1. Suggest **THREE (3)** different competitive strategies in which a company could use to gain competitive advantage. Provide relevant examples to support your answer.
(15 marks)

2. Identify and discuss **FIVE (5)** sources of power in an organization.
(15 marks)

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

4. Identify and briefly describe **THREE (3)** lower level of needs listed under Abraham Maslow's Hierarchy of Needs. Explain how managers use the Abraham Maslow's Hierarchy of Needs to help motivate employees at work.
(15 marks)

5. Intuitive decision-making involves making decisions based on experience, feelings, and accumulated judgment, which can complement both rational and bounded rational decision-making.
Identify and describe **THREE (3)** types of intuitive decision-making. Provide relevant examples to support your answer.
(15 marks)

END OF EXAM PAPER