



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 : May – August 2023
Lecturer/Examiner : Wan Ahmad Asrar Nik @ Wan Yahya
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:

PART A (20 marks) : TWENTY (20) multiple-choice questions. Shade your answer in the Multiple-Choice Answer Sheet provided. You are advised to use a 2B pencil.
PART B (80 marks) : 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 = 5 (Including the cover page)

PART B**: SCENARIO-BASED QUESTIONS (80 MARKS)****INSTRUCTION (S)**: Answer all **TWO (2)** scenario-based questions.

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

Question 1

Rebecca is a supervisor at a university bookstore. She reports to the bookstore manager, and her primary job responsibility is to supervise three individuals who are responsible for text books, magazines and newspapers, stationaries, gifts, and novelty items that the bookstore sells. Rebecca's job involves many day-to-day activities, including ordering these items for the bookstore. Each semester her department must decide which traditional items should be stocked and which specialty or seasonal items might be needed.

- a) Discuss **FOUR (4)** management functions that Rebecca should perform as a bookstore supervisor. (10 marks)
- b) Discuss **FOUR (4)** internal environment elements that affect the bookstore. (10 marks)
- c) Discuss **FOUR (4)** types of information Rebecca gets from a strategic analysis. (10 marks)
- d) If Rebecca chooses to use group decision making in deciding the traditional stocks, discuss **FOUR (4)** advantages of using the technique. (10 marks)

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

Serena's first job is to direct the activities of eighteen insurance policy renewal clerks. A clerk's responsibility is to ensure that renewal notices are sent on current policies, and answer questions and solve problems related to renewals. Serena's most vocal critic is Abrianna who is into her fifties, and has been a policy renewal clerk for more than 10 years. Serena knows that it will be hard to lead this department without Abrianna's support.

- a) Discuss **FOUR (4)** possible leadership styles that Serena can use to direct the policy renewal clerks. (10 marks)
- b) Discuss **FOUR (4)** possible causes of conflict between Serena and Abrianna. (10 marks)
- c) Discuss **FOUR (4)** ways for overcoming communication problem between Serena and Abrianna. (10 marks)
- d) Discuss **FOUR (4)** steps in control process that can be used by Serena to control the insurance policy renewal activities. (10 marks)

[Total: 40 marks]**END OF EXAM PAPER**