



**FACULTY OF BUSINESS**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **MGT1513 Fundamentals of Management**  
Semester & Year : May – August 2024  
Lecturer/Examiner : Nabilah Binti Mohamad Hafizuddin  
Duration : 3 Hours

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**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**

Nathan is a front desk manager at a boutique hotel located in a bustling city center. He reports directly to the hotel's general manager and oversees a team of receptionists responsible for guest check-ins, reservations, and inquiries. Nathan's role involves a variety of daily tasks, including coordinating room assignments, managing guest requests, and ensuring smooth operations at the front desk. Additionally, Nathan is responsible for overseeing the hotel's inventory of amenities, such as toiletries, linens, and refreshments. Each season, Nathan's team must decide which standard amenities to keep stock and which special or seasonal items to introduce to enhance guests' experiences.

- a) Explain the **FOUR (4)** management functions that Nathan should perform as a front desk manager. (10 marks)
- b) Identify **FOUR (4)** internal environment elements that affect the boutique hotel. (10 marks)
- c) Analyze the boutique hotel's strategic planning by using a SWOT analysis. (10 marks)
- d) If the hotel's management team, decides to use group decision-making in hotel's operation, describe **FOUR (4)** advantages of employing this technique. (10 marks)

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

At AeroAir, Marcus is assigned as the manager overseeing the activities of eighteen flight reservation agents. Each agent's primary responsibility is to manage flight bookings, handle reservation changes, and assist passengers with inquiries and issues related to their travel plans. Marcus faces a challenge with Amelia, who is in her fifties and has been a flight reservation agent for over a decade. She is vocal about her concerns and criticisms regarding new procedures and protocols introduced by Marcus. Recognizing the importance of gaining Amelia's support, Marcus understands that effectively leading the reservation department may be challenging without her cooperation.

- a) Identify **FOUR (4)** possible leadership styles that Marcus can use to direct the flight reservation agents. (10 marks)
- b) Explain **FOUR (4)** possible causes of conflict between Marcus and Amelia. (10 marks)
- c) Describe **FOUR (4)** steps in the control process that can be used by Marcus to manage the flight reservation activities. (10 marks)

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