



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

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

Question 1

Mr. Robert has recently been promoted to the position of branch manager at one of the largest branches of TT Mart, a mini market chain in Klang Valley. His subordinates include two assistant managers who report directly to him, and another fifteen crew members who work in the store. One of these assistant managers is responsible for directing the morning shift, whereas the other directs night shift.

- a) Examine **FOUR (4)** possible managerial roles Mr. Robert would perform in running day-to-day operations of the branch. (16 marks)
- b) Based on the branch's organizational design, describe **FOUR (4)** elements of organizational design. (8 marks)
- c) Evaluate **FOUR (4)** reasons why Mr. Robert should engage in planning for the branch. (16 marks)

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

Ms. Airina recognizes that to attract guests and keep them returning, her hotel has to offer exceptional customer service. That is why she is taking control actions to ensure that employees are working efficiently and effectively to provide that service. She feels that the instructional videos she used to train housekeepers on how to quickly and effectively clean guest rooms did not seem to have a lasting impact. So, she began doing surprise inspections evaluating room cleanliness based on the criteria in the training video.

- a) Examine **FOUR (4)** types of reinforcement she can motivate and inspire her employees to work efficiently and effectively. (16 marks)
- b) Even though she has communicated the way how to clean the guest rooms, perhaps some employees did not get the message. Describe **FOUR (4)** barriers to communication that might disturb the message. (8 marks)
- c) If the employees resist to change, Evaluate **FOUR (4)** techniques she can use to overcome it. (16 marks)

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