



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2014/2015**

COURSE NAME : MANAGEMENT
COURSE CODE : BWA 20702
PROGRAMME : 1 BWA / 2 BWA
EXAMINATION DATE : JUNE 2015 / JULY 2015
DURATION : 2 HOURS AND 30 MINUTES
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF NINE (9) PAGES

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SECTION A: 20 marks

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- Q1** The cluster of decisions that managers make to assist an organization to achieve its goals is known as _____.
- A. strategy
 - B. scenario planning
 - C. organizing
 - D. needs assessment
- Q2** A broad declaration of the organization's overriding purpose, which is intended to identify the organization's products and customer base, as well as to differentiate the organization from its competitors, is known as a _____ statement.
- A. functional-level
 - B. mission
 - C. formulated strategy
 - D. positioning
- Q3** The level of an organization that contains the organization's marketing department, R&D department, and human resources department is the _____ level.
- A. functional
 - B. first-line
 - C. corporate
 - D. business

- Q4** While managers at BP Manufacturing were conducting a SWOT analysis, they concluded that their product line is obsolete and narrow. Their product line would be categorized as a _____.
- A. strength
 - B. weakness
 - C. opportunity
 - D. threat
- Q5** Sri Gading Sdn. Bhd. conducted a SWOT analysis, and their managers believe that this year's local market growth will be slower than in the past. The predicted slow market growth is a(n) _____.
- A. strength
 - B. weakness
 - C. opportunity
 - D. threat
- Q6** An organization attempts to succeed by distinguishing its products from those of the competition; this is a (n) _____ strategy.
- A. differentiation
 - B. low-cost
 - C. related diversification
 - D. unrelated diversification

- Q7** The process by which managers monitor and regulate how efficiently and effectively an organization and its members are performing the activities necessary to achieve organizational goals is known as _____.
- A. planning
 - B. organizing
 - C. leading
 - D. controlling
- Q8** The type of control that managers typically use in the input stage of the process of transforming raw materials into finished goods is _____ control.
- A. feedforward
 - B. concurrent
 - C. feedback
 - D. bureaucratic
- Q9** Lee, the production manager of KasutKita Sdn. Bhd., sets a production target of 220 shoes to be distributed among 20 employees in a week. In the context of the control process, Lee is _____.
- A. establishing the standards of performance
 - B. measuring the actual level of performance of employees
 - C. comparing the actual performance against chosen standards of performance
 - D. evaluating the result of the set standards

- Q10** The managers of Ayam Goreng Sedap (AGS), a fast food restaurant, record outputs on a daily basis by counting how many customers their employees serve, the time each transaction takes, and how much money each customer spends every day. With reference to the control process, the managers of AGS are _____.
- A. establishing the standards of performance
 - B. measuring the actual level of performance of employees
 - C. comparing the actual performance against chosen standards of performance
 - D. evaluating the result of the set standards
- Q11** The step of the control process utilized by managers to evaluate whether the actual performance of the organization differs significantly from the standards of performance that assess the organization is _____.
- A. measuring actual performance
 - B. comparing actual performance to the standards
 - C. establishing the standards of performance
 - D. initiating corrective action
- Q12** Lia, the manager of Kasut Cantik, installed new machinery to speed up the production process after the assigned targets were not achieved for the third week of the month. With regard to the control process, Lia is _____.
- A. initiating corrective actions
 - B. measuring the actual level of performance of employees
 - C. comparing the actual performance against chosen standards of performance
 - D. evaluating the result of the set standards

- Q13** The degree to which an employee keeps trying, when faced with obstacles, to accomplish a goal is referred to as _____.
- A. persistence
 - B. equity
 - C. conscientious
 - D. effort
- Q14** According to Maslow's hierarchy of needs theory, which of the following is the highest level of needs of workers?
- A. Physiological
 - B. Safety
 - C. Self-actualization
 - D. Esteem
- Q15** Which of the following motivators is the most basic need in Maslow's hierarchy of needs?
- A. Safety
 - B. Belongingness
 - C. Physiological
 - D. Esteem

- Q16** The process by which one person exerts influence over others and inspires, motivates, and directs their activities is known as _____.
- A. empowerment
 - B. time management
 - C. leadership
 - D. change management
- Q17** The ability of a leader to get others to act in certain ways is known as that leader's _____.
- A. power
 - B. initiating structure
 - C. philosophy
 - D. task orientation
- Q18** The ability of a manager to give outcomes to or withhold outcomes from subordinates is known as _____.
- A. legitimate power
 - B. reward power
 - C. expert power
 - D. referent power

Q19 The type of power that is based on the specialized knowledge and skills of the leader is _____.

- A. legitimate power
- B. referent power
- C. expert power
- D. coercive power

Q20 A production supervisor delegates to a production worker the responsibility to schedule his own work activities depending on the job requirements on the daily schedule. This situation is an example of _____.

- A. initiating structure
- B. empowerment
- C. an unfavorable leadership situation
- D. participation

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SECTION B – 30 marks

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- Q1** Explain two reasons why planning is important. (5 marks)
- Q2** Explain the four steps of the control process. (10 marks)
- Q3** Managers typically use three primary measures to assess the output performance of their organizations. Explain these three types of measures using an organization as an example. (15 marks)

- END OF QUESTION -