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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2019/2020**

COURSE NAME : INDUSTRIAL MANAGEMENT
COURSE CODE : BWB 21002
PROGRAMME CODE : BWQ
EXAMINATION DATE : DECEMBER 2019 / JANUARY 2020
DURATION : 2 HOURS 30 MINUTES
INSTRUCTION : ANSWERS ALL QUESTIONS

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THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

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- Q1**
- (a) Discuss briefly the functional areas of business. (10 marks)
 - (b) Give **THREE (3)** reasons why managers are important. (6 marks)
 - (c) State the meaning of *symbolic* and *omnipotent* views. (4 marks)
 - (d) Explain the differences between strong culture and weak culture. (5 marks)

- Q2**
- (a) The shared values, principles, traditions, and the ways of doing things that influence the way organizational members act. These shared values and practices have evolved over time and determines how things are done in the organization culture. Discuss the dimension of organizational culture. (7 marks)
 - (b) All managers need to know and strengthen their foundation of planning. Discuss briefly what is planning in point of view of a manager. (3 marks)
 - (c) Fatimah manages a manufacturing company where she produces two type of air fresheners products: wax candles and a woodchip potpourri sold in bags (as stated in **Table Q2(c)**). Given that the bags of potpourri and the wax candles are manufactured in the same facility, how many of each product should she produce to maximize profits?

Table Q2(c)

Department	Number of Hours Required (per unit)		Monthly Production Capacity (in hours)
	Potpourri Bag	Scented Candles	
Manufacturing	2	4	1200
Assembly	2	2	900
Profit Per Unit	RM10	RM18	

(10 marks)

- (d) Discuss briefly the type of allocated resources that involves in planning tools and techniques. (5 marks)

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- Q3** (a) Changing people involves changing attitudes, expectations, perceptions, and behaviors, something that's not easy to do. Organizational development is the term used to describe change methods that focus on people and the nature and quality of interpersonal work relationships. Discuss **FIVE (5)** organizational development techniques. (10 marks)
- (b) Even though many organizations implemented job enlargement and job enrichment programs and experienced mixed results, neither approach provided an effective framework for managers to design motivating jobs. But the job characteristics model does. It identifies five core job dimensions, their interrelationships, and their impact on employee productivity, motivation, and satisfaction. Explain in details the job characteristic model. (11 marks)
- (c) Define the meaning of motivation and needs. (4 marks)
- Q4** (a) Managers in such diverse industries as health care, education, and financial services are discovering what manufacturers have long recognized the benefits of benchmarking, which is the search for the best practices among competitors or non-competitors that lead to their superior performance. Benchmarking should identify various benchmarks, which are the standards of excellence against which to measure and compare. For example, National power plant managers used internal benchmarking to help identify performance gaps and opportunities. Highlight **SIX (6)** suggestions for internal benchmarking (6 marks)
- (b) Explain the nature and importance of control. (4 marks)
- (c) Describe how organizational performance is measured. (3 marks)
- (d) Discuss **FIVE (5)** differences between Strategy Implementation and Strategy Formulation. (5 marks)
- (e) A functional structure is an organizational design that groups similar or related occupational specialties together. You can think of this structure as functional departmentalization applied to the entire organization. Explain briefly the advantages and disadvantages of functional structure. (7 marks)

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-END OF QUESTIONS-