



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION MARCH 2024 SEMESTER

COURSE CODE	: EAB11103
COURSE NAME	: MANAGEMENT
PROGRAMME NAME	: BACHELOR IN ACCOUNTING (HONS)
DATE	: 9 JULY 2024
TIME	: 2.00 PM – 5.00 PM
DURATION	: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please **CAREFULLY** read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of **TWO (2) Sections**. **Section A** and **Section B**.
4. Answer **ALL** questions in **Section A** and **Section B**.
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in **English** (any other language is not allowed).
7. This question paper must not be removed from the examination hall.

THERE ARE FIVE (5) PAGES OF QUESTIONS, INCLUDING THIS PAGE.

SECTION A (Total: 40 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

One of the best-known theory of motivation was Abraham Maslow's Hierarchy Of Needs Theory. The theory proposed that within every person there are five (5) hierarchy of needs.

Define ALL of these hierarchy of needs.

(TOTAL: 10 MARKS)

Question 2

In providing employees with their needed skills and knowledge relevant to their work, what are the TWO (2) processes that Human Resource Management carries out? Provide an example for each process.

(TOTAL: 10 MARKS)

Question 3

The control process is a three-step process of measuring actual performance, comparing actual performance against a standard, and taking managerial action to correct deviations or to address inadequate standards. In the first process, a manager must first get information through few sources of information for measuring performance

Explain the advantage and the disadvantage of TWO (2) methods used by managers to measure and report actual performance.

(TOTAL: 10 MARKS)

Question 4

A corporate strategy is one that determines what businesses a company is in or wants to be in and what it wants to do with those businesses. It's based on the mission and goals of the organization and the roles that each business unit of the organization will play. Growth strategy is one of the corporate strategies to expand the number of markets served or products offered, either through its current or new businesses.

Define TWO (2) types of growth strategies with an example for each of them.

(TOTAL: 10 MARKS)

SECTION B (Total: 60 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****QUESTION 5****CASE STUDY 1: TREAT PEOPLE EQUALLY!**

As a Human Resource personnel in the organization, Daniel enjoys interacting with different types people, be it employees, suppliers, contractors or clients as he believes that everybody from the stakeholders of the organization should be treated fairly and equally.

He is responsible in keeping the records of employee's performance evaluation, employees' salary increment as well as their performance bonuses. Prior to the safekeeping of the record, these details and information are finalized by his immediate reporting manager, Mr Liew, the organization's Head of Human Resource Division.

On the day after the evaluation has been finalized, the data and information was transmitted to Daniel's file for arrangement and filing. He noticed some abnormality in evaluation results, in which the female employees were given 10% while the males were given 15% increment even though both have achieved the similar performance result in the evaluation.

He then went to double confirm with Mr Liew and the boss confirmed that it has been finalized and checked. He believed that it is unfair and felt that Mr Liew has treated unfairly to the employees. Since then, he dislikes Mr Liew and the relationship is not as warmth and friendly as before. After that, he never greets Mr Liew when his boss arrived at the office and he never joins his boss for lunch anymore.

5.1- Describe the THREE (3) component parts of attitude. Provide an example for each part of the attitude as per case study above.

(18 Marks)

5.2- When people speak of employee attitudes, they usually are referring to job satisfaction since a person with a high level of job satisfaction has a positive attitude toward his or her job. Define FOUR (4) effects that job satisfaction could linked to.

(12 Marks)

(TOTAL: 30 MARKS)

QUESTION 6

A CULTURE OF ETHICAL BEHAVIOR IS ESSENTIAL TO BUSINESS SUCCESS (Sean Peak; Oct 23, 2023)

Business ethics isn't always exalted in every workplace, but it's critically important when it comes to providing customers with quality service, adhering to regulatory compliance standards, and avoiding steep fines and lawsuits. Establishing an ethical culture starts with company leadership and involves ongoing emphasis that ethical standards are respected.

Although this can be a lot of work, it can also positively impact the bottom line, protect a company's brand and result in higher customer satisfaction. This guide breaks down the importance of business ethics and how to establish an ethical culture in your company.

A person who demonstrates ethical behavior demonstrates a strong moral code and a consistent set of values. Ethics can be rooted in belief or the pursuit of making the world better. Those who exemplify ethical behavior do the right thing regardless of whether they get credit for it. This sort of behavior is not limited to the workplace; it can be present in every facet of life. In a business setting, ethical behavior applies to any employee, team lead or supervisor. They should display behavior that is honest and fair in their relationships with co-workers and their clients.

6.1- "A person who demonstrates ethical behavior demonstrates a strong moral code and a consistent set of values". Unfortunately, codes of ethics may not work as well as we think they should. However, in doing so, managers should use develop certain codes of ethics. Describe THREE (3) suggestions in developing the code of ethics.
(15 Marks)

6.2- Beside the codes of ethics, describe THREE (3) other methods to encourage ethical behaviour.
(10 Marks)

(TOTAL: 30 MARKS)

END OF EXAMINATION PAPER