



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION OCTOBER 2024 SEMESTER

COURSE CODE	: EAB11403
COURSE NAME	: PRINCIPLES OF MANAGEMENT
PROGRAMME NAME	: BACHELOR IN ACCOUNTING (HONS)
DATE	: 10 FEBRUARY 2025
TIME	: 9.00 AM – 12.00 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**

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. Hence, Job Characteristics Model (JCM) introduces a framework for analyzing and designing jobs that identifies five primary core job dimensions.

Identify **FIVE (5)** core job dimensions in this Job Characteristics Model (JCM).

(10 marks)

Question 2

In measuring and reporting actual performance, a manager must first get data through few approaches for measuring performance. Explain the advantage and the disadvantage of **TWO (2)** approaches or methods used by managers for this 1st step of the control process.

(10 marks)

Question 3

A corporate strategy is described as a roadmap or game plan for the future. It's a comprehensive strategy that integrates all aspects of a company's operations and is typically set by the board of directors and top management. 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.

(10 marks)

Question 4

Describe the **TWO (2)** component parts of attitude which influence the behavioral outcomes. Provide an example for each answer.

(10 marks)

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SECTION B (Total: 60 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 5****CASE STUDY 1: TAKE IT OR LEAVE IT?**

A woman is sexually harassed by a top-level senior executive in a large company. She sues the company, and during settlement discussions she is offered an extremely large monetary settlement. In the agreement, the woman is required to confirm that the executive did nothing wrong, and after the agreement is signed the woman is prohibited from discussing anything about the incident publicly.

Before the date scheduled to sign the settlement agreement, the woman's lawyer mentions that she has heard the executive has done this before, and the settlement amount is very large because the company probably had a legal obligation to dismiss the executive previously. The company however wants to keep the executive because he is a big money maker for the company.

- (a) Describe the ethical issues on the above case.

(9 Marks)

- (b) Describe which stage of development that the woman were in if she refuses to accept the settlement and ensuring that the executive is charged accordingly with the intention that other employees shall not be victims of the same behaviour.

(6 Marks)

- (c) Employees and managers who demonstrate ethical behavior reflect a strong moral code and a consistent set of values". Organization should use develop certain codes of ethics. Describe **THREE (3)** suggestions with examples in developing the code of ethics.

(15 Marks)

Question 6

CASE STUDY 2: KODAK

Kodak, the pioneer of the first digital and megapixel cameras in 1975 and 1986, faced bankruptcy in 2012. Initially, digital technology was costly and had subpar image quality, leading Kodak to predict a decade before it threatened their traditional business. Despite this accurate forecast, Kodak focused on enhancing film quality rather than digital innovation.

Dominating the market in 1976 and peaking with £12,52,16 billion in sales in 1999, Kodak's reluctance to adopt new technology led to a decline, with revenues falling to £4,85,11,90 billion in 2011. In contrast, Fuji, Kodak's competitor, embraced digital transformation and diversified into new ventures.

- (a) Describe **FOUR (4)** types of changes that Kodak needed. Provide an example for each answer.

(20 marks)

- (b) Name **TWO (2)** development techniques with examples, that focus on people and the nature as well as the quality of interpersonal work relationships

(10 marks)

END OF EXAMINATION PAPER