



**UNIVERSITI KUALA LUMPUR
Malaysia France Institute**

**FINAL EXAMINATION
JANUARY 2014 SESSION**

SUBJECT CODE	:	FVB 21004
SUBJECT TITLE	:	WORKSHOP ADMIN AND MANAGEMENT
LEVEL	:	BACHELOR
TIME / DURATION	:	3 HOURS 9.00 am - 12.00 noon
DATE	:	28 MAY 2014

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper **CAREFULLY**.
 2. This question paper is printed on both sides of the paper.
 3. Please write your answers in the answer booklet provided.
 4. Answer should be written in blue or black ink except for sketching, graphic and illustration.
 5. This question paper consists of (6) questions. Answer **FIVE (5)** questions only.
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THERE ARE 4 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

Table 1

	Technician A	Technician B	Technician C	Technician D
Technician Flat Rate	RM26.00	RM20.00	RM14.00	RM8.00
Customer Labor Rate	RM60.00	RM60.00	RM60.00	RM60.00
Gross Profit	RM34.00	RM40.00	RM46.00	RM52.00
Gross Profit Percentage	57%	67%	77%	87%

- I. Determine what combination of four technicians would you select to work at your shop?
(2 marks)
- II. Explain why did you select this mix of technicians?
(4 marks)
- III. Calculate how much is your average cost of sales?
(3 marks)
- IV. Calculate how much is your average gross profit percentage?
(3 marks)

Question 3

- (a) Describe what is different in the "Value Statements" compared to the mission statement?
(2 marks)
- (b) Based on the given case study, Suggest which plan that Abdul should choose and explain the suggestion given.

Abdul has been a service manager for 10 years and knows very keenly that the key to consistent long-term success of his service business at Al's Service lies in the goodwill of past and current customers. In order to continue to build business he needs to build his base of satisfied customers. Currently, his workshop is receiving an 80% of customer satisfaction rating, which ranks right in the middle of shops in the local Shop Owners Association (SOA). After a little bit of investigation he finds out that the highest score achieved is 88%. Abdul sits down with his employees to

voice out his concerns and they brainstorm to decide what they should do. The plans are:

Plan A: Nancy indicates that she knows that they are capable of producing work that is as high quality as the others. "Let's become Number 1". She further says "If we don't aim for the stars we'll never succeed at all—let's make our goal 100% customer satisfaction!".

Plan B: Floyd, who has been there for 26 years speaks up, saying, "We've got a good, loyal group of customers, why mess up a good thing? I don't think that we need to go off and do some extra special stuff and spend more money. We should just stay the way we are".

Plan C: Chris then adds, "We know that we can be Number 1, we're not that far off! Let's set our goal of 90% customer satisfaction. That won't cost us too much and we can still achieve our goal!".

(6 marks)

- (c) There are three (3) levels of Performance which are organization level, process and job/performer. Draw the hierarchy of these levels and explain each of these levels.

(12 marks)

Question 4

- (a) If gasket sealant was purchased for a water pump job and the technician use $\frac{3}{4}$ of the tube, would this be Direct or Indirect expense? Explain your reasoning for your answer.

(2 marks)

- (b) Explain what are the benefits of using a fate rate method of pricing to the customer?

(6 marks)

- (c) Your business has been slowly declining over the past two years. You know that you still have a good reputation in the local community, but things have been tough in your town due to them closing down two local manufacturing plants. You are forced to make some tough decisions to keep your shop profitable. What would you do? Explain the reason behind your choice.

- A. Lower your labor rate
- B. Advertise more at outside of the local area
- C. Hire lower cost technicians
- D. All of the above

(12 marks)

Question 5

- (a) Describe what would be the benefit in extended hours when the demand is greater than the capacity?

(2 marks)

- (b) Your shop hires only master technicians and pay is at the top of the pay scale to hire the best. Explain how might this affect your gross profit percentage?

(6 marks)

- (c) Questioning techniques can have a profound impact on both the type and quality of response that you get in return. Explain the pro and con of closed questions. Give an example of closed question.

(12 marks)

Question 6

- (a) Describe what is the benefit of the "win-win solutions"?

(2 marks)

- (b) Explain why should the owner of the business give the satisfied customers more than the minimum requirements to keep them happy?

(6 marks)

- (c) Explain the techniques require for "service estimate".

(12 marks)

END OF QUESTION