UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION
JANUARY 2016 SEMESTER

SUBJECT CODE : EAB 41403
SUBJECT TITLE : INTEGRATED CASE STUDY
LEVEL : BACHELOR
TIME / DURATION : 2.00 PM - 5.00 PM / 3 HOURS
DATE : 25th MAY 2016

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. This question paper consists of TWO (2) questions. Answer ALL questions.
4. Please write your answers on the answer booklet provided.
5. This question paper must not be removed from the examination hall.
6. Students are required to refer to the CASE STUDY provided in a separate sheet.

THERE ARE TWO (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.
Question 1

Case Study No. 1: ‘China Dolls’

A. Explain the major situation faced by the main character (protagonist) in the case. (4 marks)

B. i) Advise HCF’s Board of Director on THREE (3) alternative course of actions available for the company to consider. (6 marks)
   
   ii) Provide the major constraint in each of the alternatives. (3 marks)

   iii) Support your advice in (i) with FOUR (4) quantitative and FOUR (4) qualitative factors. (16 marks)

C. Prepare a SWOT analysis of the current position of HCF. Provide at least TWO (2) items in each of the components in the analysis. (12 marks)

D. i) Provide your recommendation to the company based on your SWOT analysis above. (3 marks)

   ii) Give THREE (3) reasons to support your recommendation. (6 marks)
Question 2

Case Study No. 2: ‘Safiyya Sdn Bhd’

A. Explain TWO (2) issues faced by the protagonist in the case. (4 marks)

B. Prepare the following budgets for the financial year ending 30 June 2017.
   i. Sales budget (in units and RM); (2 marks)
   ii. Production budget (in units) (3 marks)

C. Discuss briefly TWO (2) essentials of effective budgeting in the case. (4 marks)

D. In respect of the financial year ending 30 June 2016, execute the following instructions:
   i. Calculate production cost per unit using budgeted and actual data. (5 marks)
   ii. Analyse the break-even point for D'SAFY (in units and RM). (6 marks)
   iii. Analyse the margin of safety based on the budgeted figures in this case. (6 marks)

E. Evaluate the financial position of Safiyya Sdn Bhd by comparing to any FIVE (5) of the financial ratios of the industry average provided in APPENDIX 2. (10 marks)

F. i) Propose THREE (3) options to Hajjah Aina Sabila on the company’s expansion plan based on the above evaluations on the financial position of the company. (6 marks)
   ii) Suggest the best alternative on the choice of financing on the expansion plan. (4 marks)