



UNIVERSITI KUALA LUMPUR
Malaysian Institute of Marine Engineering Technology

FINAL EXAMINATION
SEPTEMBER 2016 SESSION

SUBJECT CODE : LGB 30703
SUBJECT TITLE : BUSINESS MANAGEMENT
LEVEL : DEGREE
TIME / DURATION : (3 HOURS)
DATE :

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 Section A and B.
4. Answer ALL questions in Section A. For Section B, answer only TWO (2) questions.
5. Please write your answers on the answer booklet provided.

THERE ARE 4 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 60 marks)**INSTRUCTION: Answer ALL questions****Please use the answer booklet provided.****Question 1**

(a) Defined the following terms

- i. Plan
- ii. Strategic plan

(6 marks)

(b) **Illustrates** and **elaborates** what is SWOT ANALYSIS.

(14 marks)

Question 2

(a) Discuss four circumstances of decision making might be confronted by decision making when they make a decision.

(12 marks)

(b) Clarify the assumption of *rational decision making*.

(8 marks)

Question 3

(a) Explain the meaning of following terms

- i. Authority
- ii. Responsibility
- iii. Accountability

(6 marks)

(b) Illustrates and discuss: ***why people instinctively dislike controls?***

(14 marks)

SECTION B (Total: 40 marks)**INSTRUCTION: Answer only TWO questions.****Please use the answer booklet provided.****Question 4**

- (a) What is controlling?
(2 marks)
- (b) State the steps of control process.
(3 marks)
- (c) All managers, regardless of the types of industry and level in the organisation, perform these functions of planning, organizing, staffing, leading and controlling. They do so in different ways and in differing amount of time. Discuss how planning, organizing, staffing, leading are and controlling related?
(15 marks)

Question 5

- (a) What are the differences between one-way and two way communication.
(5 marks)
- (b) Communication is one of the most important and significant management tools in achieving effective supervision. By using appropriate illustration, describe how communication process happen and explain briefly types of communication within an organization.
(15 marks)

Question 6

- (a) Motivation is the key factor in forming a work climate in which employee's work willingly to reach the goals of the organization. Discuss the meaning and factors effecting motivation.

(5 marks)

- (b) The concept and application of motivation theories are closely associated with the behavioral approach. Supervisor need to understand the major motivation theories that explain employee behavior. The concepts are applicable to motivate employees they supervise.

Below are **three** Content Motivation theories:

- i. Maslow's Hierarchy of Needs Theory
- ii. Herzberg's 2-Factors Theory
- iii. Mc Gregor's Theory X and Theory Y

Discuss briefly **TWO** of the above theories.

(15 marks)

END OF QUESTION