



UNIVERSITI KUALA LUMPUR
Malaysian Institute of Marine Engineering Technology

FINAL EXAMINATION
MARCH 2025 SEMESTER SESSION

SUBJECT CODE : LOB10703
SUBJECT TITLE : BUSINESS MANAGEMENT
PROGRAMME NAME : BACHELOR IN MARITIME OPERATIONS (HONOURS)
(FOR MPU: PROGRAMME LEVEL)
TIME / DURATION : 2.00 PM - 5.00 PM
(3 HOURS)
DATE : 26 JUNE 2025

INSTRUCTIONS TO CANDIDATES

1. Please read **CAREFULLY** 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)** section; Section A and Section B.
4. Answer **ALL** question in Section A. For Section B, answer only **TWO (2)** questions.
5. Please write your answers on this answer booklet provided.

THERE ARE 3 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. Efficient
 - ii. Effective
- (4 marks)
- (b) *Illustrate and elaborates* SWOT ANALYSIS
- (16 marks)

Question 2

- (a) Define decision and explain briefly the types of decision making.
- (5 marks)
- (b) Clarify the assumption of *rational decision making*.
- (15 marks)

Question 3

- (a) Explain the meaning of following terms
- i. Authority (2.5 marks)
 - ii. Responsibility (2.5 marks)
- (b) Using appropriate illustration, discuss and elaborates at least five (5) characteristics of effective control system.
- (15 marks)

SECTION B (Total: 40 marks)

INSTRUCTION: Answer only TWO questions.

Please use the answer booklet provided.

Question 4

- (a) All managers, regardless of the types of industry and level in the organization, 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?

(20 marks)

Question 5

- (a) Communication is one of the most important and significant management tools in achieving effective supervision. Communication is more than talking with or writes to people. It is the process by which people attempt to share meanings *via* the transmission of symbolic messages. It is exchange and understanding of meaning. By using appropriate illustration, describe how communication process happen and explain briefly types of communication within an organisation.

(20 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 organisation. Discuss the meaning of motivation

(5 marks)

- (b) The concept and application of motivation theories are closely associated with the behavioural approach. Supervisor need to understand the major motivation theories that explain employee behaviour. 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 ONE of the above theories.

(15 marks)

END OF QUESTION

