



**UNIVERSITI KUALA LUMPUR
MALAYSIAN INSTITUTE OF INDUSTRIAL TECHNOLOGY**

**FINAL EXAMINATION
JANUARY 2016 SEMESTER**

COURSE CODE : JGB 41102
COURSE TITLE : STRATEGIC BUSINESS MANAGEMENT
PROGRAMME LEVEL : BACHELOR
DATE : 18 MAY 2016
TIME : 2.30 PM – 5.30 PM
DURATION : 3 HOURS

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) sections.**
 - 4. Answer ALL questions in Section A. Choose THREE (3) questions in section B.**
 - 5. Please write your answers on the answer booklet provided.**
 - 6. Please answer all questions in English only.**
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THERE ARE 3 PAGES OF QUESTIONS EXCLUDING THIS PAGE.

SECTION A (Total: 40 Marks)

INSTRUCTION: Answer All questions.

Please use the answer booklet provided.

Question 1

As a General Manager of Kontena National, Madam Nur Nabihan realized that the need to have a proper Strategic Management Process in their organization. Discuss the steps in Strategic Management process that can be applied to his business.

(10 Marks)

Question 2

Due to the large operation size, the strategy of organization can be divided to corporate, business and functional. The organization is expanding in line with the direction from CEO of organization. Explain the Growth strategies and relate that with your business nature.

(10 marks)

Question 3

There are several strategies at business level in the context of Strategic Management. Analyze the differences of Late Mover Strategy and First Mover Strategy. Provide example.

(10 marks)

Question 4

Proton and Lotus is example of two companies implementing join venture strategies while Hewlett Packard and Flextronics is example of companies that performing Licensing Agreement. Many companies grow the business through Join Venture Strategies. Evaluate the Join Venture Strategies and Licensing Agreement with example.

(10 marks)

SECTION B (Total: 60 Marks)**INSTRUCTION: Answer THREE (3) questions only.****Please use the answer booklet provided.****Question 1**

Leading is key element in strategic management. They are several types of management concepts towards achieving organizational goals and targets. Analyze the following concept

- (a) Management by Objectives (MBO) (10 marks)
- (b) Total Quality Management (TQM) (10 marks)

Question 2

The management can decide whether to hire executive from internal (within organization) or external to fill up the vacancies. Both internal and external hiring has its pros and cons.

- (a) Evaluate the advantages and disadvantages of internal hiring. (10 marks)
- (b) Evaluate the advantages and disadvantages of external hiring. (10 marks)

Question 3

- (a) The product delivery and customer's satisfaction is much depend on the quality of the manufactured products. Thus the production/operation strategies are vital to organization. Discuss the production/operation strategies.

(10 marks)

- (b) Logistic strategy deals with flow of in and out of manufacturing processes. Discuss the outsourcing method.

(10 marks)

Question 4

The **Career Life Cycle (CLC)** of an executives or manager is always been discussed in Leadership in business competitiveness.

- (a) Illustrate the Career Life Cycle of executive/ manager. (5 marks)
- (b) Explain each of the Career Life Cycle of executive/manager. (15 marks)

END OF EXAMINATION PAPER