



UNIVERSITI KUALA LUMPUR
MALAYSIAN INSTITUTE OF MARINE ENGINEERING TECHNOLOGY

FINAL EXAMINATION
JANUARY 2017 SEMESTER

COURSE CODE : LGB23203
COURSE NAME : BUSINESS MANAGEMENT
PROGRAMME NAME : BACHELOR OF MARITIME OPERATIONS (HONS)
(FOR MPU: PROGRAMME LEVEL)
DATE : 08/07/2017 SAT
TIME : 9.00 AM - 12.00 PM
DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please read **CAREFULLY** the instructions given in the question paper.
 2. This question paper has information printed on both sides.
 3. This question paper consists of **TWO (2)** sections; Section A and Section B. Answer **ALL** questions in Section A and **THREE (3)** questions from Section B.
 4. Please write your answers on the answer booklet provided.
 5. Write your answers only in **BLACK** or **BLUE** ink.
 6. Answer all questions in English.
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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

- (a) Define the following term
- i. Efficiently
 - ii. Effectiveness
- (b) **Illustrate** and **elaborates** SWOT ANALYSIS.
- (6 marks)
- (14 marks)

Question 2

- (a) Discuss what do you understand by:
- i) Strategy
 - ii) Mission statement of planning
- (b) Clarify and elaborate **SIX BASIC PLANNING** Processes.
- (8 marks)
- (12 marks)

SECTION B (Total: 60 marks)

INSTRUCTION: Answer only TWO questions.

Please use the answer booklet provided.

Question 3

- (a) Organization control is the systematic process through which managers regulate organizational activities to make them consistent with expectations established in plans, targets & standard of performance. Illustrate types of control.

(12 marks)

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

(8 marks)

Question 4

- (a) Differentiate between:

- i. Job
- ii. Job Analysis
- iii. Job Description
- iv. Job Specification

(8 marks)

- (b) RECRUITMENT is a set of activities assigned to attract a qualified pool of job applicants to an organization. Referring to the this statement, illustrate criteria's for selecting new staff in organizations.

(12 marks)

Question 5

- (a) What are the differences between one-way and two-way communications?
(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 **ONE** of the above theories.
(15 marks)

END OF EXAMINATION PAPERS