

FINAL
Alternative Assessment

(COVER PAGE)

Session	:	<u>April 2020</u>
Programme	:	<u>Foundation in Business Information Technology (CFPI)</u>
Course	:	<u>MGT1210 : Fundamentals of Business Management</u>
Date of Examination	:	<u>4 August 2020 (Tuesday)</u>
Time Start	:	<u>4 August 2020 (Tuesday) @ 9:00am</u>
Time End	:	<u>5 August 2020 (Wednesday) @ 9:00am</u>
Duration	:	<u>24 hours</u>
Special Instructions	:	

This paper consists of **FOUR (4)** questions. Answer ALL **FOUR (4)** questions.

Materials permitted :

Nil

Materials provided :

Nil

Examiner(s) : **Ms. Michelle Hoong**

Chief Moderator : Dr. Racheal Poh

This paper consists of 4 printed pages, including the cover page.

FOUNDATION IN BUSINESS INFORMATION TECHNOLOGY (CFPI)
MGT1210: FUNDAMENTALS OF BUSINESS MANAGEMENT
FINAL ALTERNATIVE ASSESSMENT: APRIL 2020 SESSION
24 HOURS

Instruction: This paper consists of **FOUR (4)** questions. Answer ALL **FOUR (4)** questions.

Kindly adhere to the time limit and minimum word count. Penalty will be imposed if they are not met.

Deduction for Word count per question
If more or short by <10% from required word counts = 0 mark
If more or short by 11% - 20% from required word counts = 2 marks
If more or short by 21% - 30% from required word counts = 3 marks
If more or short by 31% - 40% from required word counts = 4 marks
If more or short by > 40% from required word counts = 5 marks

Question 1

- a) Calvin is the business development manager. He always needs to search for new business opportunities and new business ideas to develop future business plan. (Your answer should not be more than 300 words)
- i) Explain the Mintzberg's managerial roles (the relevant sub-role) Calvin is fulfilling.
 - ii) Discuss all the related managerial roles under this category.
- (10 marks)**
- b) Fred the football coach must meet with the media and answer questions about team performance after every game. (Your answer should not be more than 250 words)
- i) Explain the Mintzberg's managerial roles (the relevant sub-role) Fred is fulfilling.
 - ii) Discuss all the related managerial roles under this category.
- (7.5 marks)**
- c) Rita is the regional manager for a clothing retailer. She attends a ribbon cutting ceremony every time a new store opens for business. (Your answer should not be more than 250 words)
- i) Explain the Mintzberg's managerial roles (the relevant sub-role) Rita is fulfilling.
 - ii) Discuss all the related managerial roles under this category.
- (7.5 marks)**

Question 2

White Forest Financials is a small investment firm, operating in an extremely volatile environment. One of the company's two owners, David White, is of the opinion that it would be ineffective for the company to engage in formal planning as the business environment is constantly shifting. However, the co-owner, Marsha Forest, believes that planning is essential for the company's success.

- a) Other than the opinion from David White, justify another **FIVE (5)** barriers to effective planning. Your answer should not be more than 450 words.

(15 marks)

- b) Assist Marsha Forest to persuade David White by explaining any **TWO (2)** factors of effective planning to him. Support your explanation with appropriate examples. Your answer should not be more than 300 words.

(10 marks)

Question 3

- a) Discuss with appropriate examples for the **THREE (3)** variables in situational leadership theory developed by Fiedler. Your answer should not be more than 300 words.

(10 marks)

- b) Contrast the **THREE (3)** leadership style explored by the University of Iowa. Provide a real-life example of each leadership style. Your answer should not be more than 450 words.

(15 marks)

Question 4

a) Donald discovers major flaws in the packaging department. He consults the production manager and formulates control measures to improve packaging. (Your answer should not be more than 150 words)

- i) Which type of control is Donald using?
- ii) Explain the type of control in detail.

(5 marks)

b) Contours, Inc., knows each drill bit can cut approximately 100,000 holes before the hole size is smaller than the print specification so it changes drill bits after 95,000 uses. (Your answer should not be more than 150 words)

- i) Which type of control is Contours, Inc., using?
- ii) Explain the type of control in detail.

(5 marks)

c) Contours, Inc., quality auditors pull one part from the production line every 15 minutes. These parts are measured against the production print; any variation that is beyond acceptable levels is reported to the machine operators. (Your answer should not be more than 150 words)

- i) Which type of control is Contours, Inc., using?
- ii) Explain the type of control in detail.

(5 marks)

d) Explain with examples for the **FOUR (4)** steps in controlling process. Your answer should not be more than 300 words.

(10 marks)

-The End-

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