

**FINAL  
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session	:	<u><b>April 2020</b></u>
Programme	:	<u>Diploma In Business (DIB) Diplomma In Information And Communication Technology (DICTN) Diploma In Information Technology (DITN) Diploma In Finance (DIF) Diploma In E-Commerce (DEC) Diploma In Entrepreneurship (DENT)</u>
Course	:	<u><b>MGT1103: Fundamentals Of Management</b></u>
Date of Examination	:	
Time Start	:	<u><b>August 4, 2020 (Tuesday) @ 10.00am</b></u>
Time	:	<u><b>August 5, 2020 (Wednesday) @ 10.00am</b></u>
Duration	:	<u><b>24 Hours</b></u>
<b>Special Instructions</b>	:	
<u>Answer <b>ALL</b> questions.</u>		
Materials permitted	:	<u>Nil</u>
Materials provided	:	<u>Nil</u>
Examiner(s)	:	<u><b>Christina Rathy, Ng Huey Min, Beverly V Usit</b></u>
Chief Moderator	:	<u>Ms. Lee Lily</u>

*This paper consists of 6 printed pages, including the cover page*

DIPLOMA IN BUSINESS PROGRAMME (DIB)  
 DIPLOMA IN INFORMATION AND COMMUNICATION TECHNOLOGY PROGRAM (DICTN)  
 DIPLOMA IN INFORMATION TECHNOLOGY PROGRAM (DITN)  
 DIPLOMA IN FINANCE PROGRAMME (DIF)  
 DIPLOMA IN E-COMMERCE PROGRAMME (DEC)  
 DIPLOMA IN ENTREPRENEURSHIP PROGRAMME (DENT)  
 24 HOURS

SEMESTER	APRIL 2020
MODULE CODE & TITLE	MGT1103 & FUNDAMENTALS OF MANAGEMENT
COURSEWORK STRUCTURE	<b>FINAL : TAKE HOME ASSIGNMENT</b>
COURSEWORK SUBMISSION DEADLINE	TBC

**Instructions for students please read and follow**

**If anyone found to not adhere to this instructions will be penalized**

1. You have exactly **24 hours to solve the exam**. The exam starts now – **10.00 am (4<sup>th</sup> August , 2020) and ends at 10.00 am (5<sup>th</sup> August , 2020)**. Your answer should be **uploaded to the final exam assessment safe-assign folder by 10 am (5<sup>th</sup> August, 2020)**
2. **ABSOLUTELY NO EXTENSIONS**. Late submission will be subjected to a **marks deduction of 50%**.
3. The exam **MUST** be taken completely alone. Any discussion among classmates or other students in the course or senior course mates who have completed this course is forbidden.
4. You may NOT consult any external resources. This means NO Internet searches, materials from other classes or books, or any notes you have taken in other classes, etc. You MAY NOT use Google or any other search engines for any reason. You MAY NOT use any shared Google documents.
5. Marking is based on **QUALITY** of your answers the more **UNIQUE/CREATIVE/ORIGINAL** your answer is the **BETTER YOU SCORE!**
6. Any source taken from books, notes, etc HAS TO BE CITED with referencing, DO NOT COPY AND PASTE but write in your own understanding and paraphrase.
7. **PARAPHRASING TOOLS are NOT ALLOWED**, any answers detected using PARAPHRASING TOOL will be automatically awarded 0 marks.
8. Answer Format
  - i. Your answers **MUST BE TYPED using Microsoft Word**. Your answers should be arranged in sequence (starting with Q1a, Q1b, Q2, etc.) and labeled properly.
  - ii. Your answer should adopt the format of an academic piece of report work. Write in fluent, formal English.
  - iii. You are required to produce your answers within the required word counts as stated at every question.
9. The additional requirement to the overall answer presentation
  - i. Student ID Number on each page (Header).
  - ii. The page number on each page (Footer)
  - iii. Font type: Arial, Size: 12 and Spacing: 1.5

10. SafeAssign

- a. You are required and given **ONE (1)** attempt to submit your work to SafeAssign via Blackboard. The similarity should not exceed **25%**.
- b. Should the similarity exceeded 25%, a penalty will be imposed as per below measurement:
  - i. 0%-25% -- no penalty
  - ii. 26%-50% --30% deduction from total grading
  - iii. 51%-80% -- 50% deduction from total grading
- c. **PLEASE TAKE NOTE:** Only **Microsoft Word Document File Format is ACCEPTED**. Any other **FORMAT UPLOADED WILL NOT BE MARKED!**

11. **NO REQUEST** of help from the lecturer or a second chance **will be entertained** IF PLAGIARISM RATE is MORE THAN 25%. Automatically marks **WILL BE DEDUCTED**.

**Instructions:** This assignment consists of **4 mini Case Study**. Answer **ALL** questions.

**Case Study Scenario 1**

Adelle is the CEO of a nonprofit agency that provides assistance to children and families. Recently, the agency suffered from high staff turnover. Two directors, three key research staff, and one staff person from the finance department have left. In addition to Adelle's working style with a demanding schedule that requires frequent travel, she normally allows her managers to make the decision on their own, and Adelle will only step in if there are any issues arise. Both her managers were appointed 6 months ago.

**Manager 1:** Sabreena has a specific background in research. She manages five staff who provide research support to another department that delivers behavioral health services to youth. Sabreena supports her staff and is very organized; however, she often takes a very black and white view of issues. She usually makes her own decision without getting her staff's opinions. Sabreena is very driven to her tasks and expects the same from her staff sometimes can take on too much.

**Manager 2:** Lita has a strong background in social science research and evaluation. She manages five staff that works on different projects within the agency. She is known as a problem solver and is extremely supportive of her staff. She is very organized and has a wealth of experience in the evaluation of family services. Lita is very capable and always gives freedom to her staff in making a decision.

**Question 1:**

- (a) Illustrate and suggest to Adelle on the managerial grid leadership style. Explain which leadership style she would need to be effective in this situation and the reasons relating to the case. **Your answer should not be more than 400 words** (15 marks)
- (b) Discuss the **THREE (3)** types of leadership that Sabreena, Lita, and Adelle practicing in the company. **Your answer should not be more than 300 words.** (10 marks)
- (Total = 25 marks)**

**Case Study Scenario 2**

Martin is an employee for Dell Corporation and he is an Executive in the Sales Department. His current salary is enough to support his family and his wife who is a stay at home mom who takes care of their two kids, however, he has just found out his wife is expecting another child. This situation had made Martin think a lot about needs to satisfied therefore, Martin is now reassessing his needs like he needs a larger house, a larger vehicle, and more importantly, a larger income. He has currently met the highest income potential in the current position he is currently working in and is aware that there is not sufficient room for promotion to a higher position within the company because all of the positions are filled. Unless another employee leaves the company, Martin is stuck in his current position. Additionally, with the current economic situation, the company has stopped performance bonuses and restricted over time to save money. In order to meet his need for a higher income, Martin needs to be promoted or seek employment elsewhere. Martin is considered to be a good employee and his supervisor does not wish to lose him. However, Martin's personal needs outweigh the need his employer has to keep him employed in his current position without a promotion. His supervisor must make a decision based on how much they need Martin as an employee and what they are willing to do to keep him a part of their company. Martin needs to decide how much of a higher income is necessary to meet his needs, and how he plans on fulfilling that need.

**Question 2**

You are required to explain each level of Maslow's Hierarchy of Needs with the aid of a diagram on how Martin will be able to support his family and cope with his current job. **Your answer should not be more than 600 words** (Total = 25 marks)

### Case Study Scenario 3

Inventive Sdn. Bhd. is a company newly set up for one and a half years. This company produces various types of online games. The founder of Inventive Sdn. Bhd. is William Lee. He is also the CEO (Chief Executive Officer) of the company. William has a talented group of Game Designers working for him.

Recently, William received a big project from a Multinational Corporation, The Royal Group (RG). RG is launching a Blockbuster movie “The Fantasy” in the year May 2021. In order to sustain the fame of the movie, RG decided to launch an online video game. As such, RG appointed Inventive Sdn. Bhd. to design a series of online games based on the storyline of the movie “The Fantasy”.

William forms a team from the current workforce. The team consists of ten people in total. The team includes the Game Designers, the Marketing Executive, and Administrative staff. After two weeks of forming the team, William realized that there was an argument among the staff. William is currently very frustrated as he is a little uncertain to resolve this internal conflict among his staff.

You are a friend of William and a management student. Advice William on the followings:

### **Question 3**

(a) You are required to explain to William on the **FIVE (5)** stages of team development for this scenario. In your explanation, provide suitable examples that are applicable to the situation of the case. **Your answer should not be more than 400 words.**

(15 marks)

(b) Advice and discuss with William on the **FIVE (5)** characteristics of a team with examples that William should practice in his company so that he will not face the same situation in the future. **Your answer should not be more than 300 words.**

(10 marks)

**(Total = 25 marks)**

**Case Study Scenario 4**

You manage a team for a multinational organization in Malaysia that operates with various countries including China, Thailand, Malaysia, Nigeria, India, and Australia. Your organization manufactures agricultural equipment and handles more than 8000 employees in the six different countries. Recently, you have found out that a lot of manufacturing defects take place in the production line therefore, you and your team organized a meeting and investigated that the communication between the country representatives and the production department is different from what they spoke over the video conferencing meeting. You are now calling the representatives from the countries for an urgent meeting to identify the following mistake and to take the necessary steps immediately:

**Question 4**

- (a) You are now explaining to the country representatives on any **FIVE (5)** of communication barriers. In your explanation to them, you are required to support relevant examples so that the mistakes are clear to them. **Your answer should not be more than 400 words.**  
(15 marks)
- (b) You are needed to explain the **FIVE (5)** types of effective control in order to reduce the manufacturing defect in the production line. In your discussion with them, you are required to provide examples related to the scenario above. **Your answer should not be more than 300 words.**  
(10 marks)
- (Total = 25 marks)**

- The End -

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