

**INTI**

INTERNATIONAL COLLEGE PENANG (507232-U)

LAUREATE INTERNATIONAL UNIVERSITIES

FINAL
Examination Paper

(COVER PAGE)

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| Session | : | <u>April 2013</u> |
| Programme | : | <u>DIPLOMA IN ELECTRICAL & ELECTRONIC ENGINEERING</u> |
| Course | : | <u>MGT2131/2132 : Foundations of Business Organisations</u> |
| Date of Examination | : | <u>3 August 2013</u> |
| Time | : | <u>8a.m. – 10a.m.</u> Reading Time : <u>Nil</u> |
| Duration | : | <u>2 Hours</u> |
| Special Instructions | : | |

This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Zahirul Baharin**

Moderator : **Prof Dr. Hooi Lai Wen**

This paper consists of 3 printed pages, including the cover page.

**INTI INTERNATIONAL COLLEGE PENANG
DIPLOMA IN ELECTRICAL ENGINEERING
MGT 2131/2132: FOUNDATIONS OF BUSINESS ORGANIZATIONS**

FINAL EXAMINATION: APRIL 2013

Instruction:

This paper consists of **SEVEN (7)** questions. Answer any **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

Henry Fayol is regarded as the founder of the Classical Management School of Thought. Discuss his **FOURTEEN(14)** management principles with appropriate examples to illustrate the importance of these principles and how they are applied in the management of today's businesses.

(25 marks)

Question 2

(a) Write short notes on the following accounting terms:

- i. Current Assets
- ii. Fixed Assets
- iii. Liabilities
- iv. Owner's Equity
- v. Working capital

(15 marks)

(b) Explain the differences between financial accounting and management accounting.

(10 marks)

Question 3

(a) Identify and explain **FIVE(5)** key factors that normally influencing firms to make their pricing decision with relevant examples.

(15 marks)

(b) Explain the difference between 'price skimming' and 'price penetration' strategy with practical examples.

(10 marks)

Question 4

All managers perform **FOUR(4)** management functions in order to achieve the organisation's stated purpose. As a General Manager of Tesco Extra Penang, explain how would you perform these management functions with practical examples.

(25 marks)

Question 5

- (a) Define 'external recruitment' and 'internal recruitment'. Discuss any **FOUR(4)** type of recruitment strategies that today's employers would practice with practical examples. (16 marks)
- (b) Discuss any **THREE(3)** benefits of training and development from the perspective of management or employee with relevant examples. (9 marks)

Question 6

- (a) Describe the characteristics of the **THREE(3)** basic types of production with practical examples;
- Jobbing production
 - Batch production
 - Mass production
- (9 marks)
- (b) Explain the following operation techniques;
- JIT inventory control;
 - The **FIVE(5)** functions of JIT.
- (16 marks)

Question 7

- (a) Describe the **FIVE(5)** marketing philosophies with examples. (15 marks)
- (b) Draw the product life cycle concept and then illustrate each stage with specific characteristics and examples. (10 marks)