

**FINAL
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session	:	<u>August 2020</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>MGT1103: Fundamentals Of Management</u>
Time Start	:	<u>December 13, 2020 (Sunday) @ 10.00am</u>
Time End	:	<u>December 14, 2020 (Monday) @ 10.00am</u>
Duration	:	<u>24 Hours</u>
Special Instructions	:	<u>Answer ALL questions.</u>
Materials permitted	:	<u>Nil</u>
Materials provided	:	<u>Nil</u>
Examiner(s)	:	<u>Christina Rathy, Krystle Rajakumar, Ng Huey Min, Dr. Khor Wei Min, Poornima Nesaretnam and Kathleen Bagah</u>
Chief Moderator	:	<u>Ms. Lee Lily</u>

This paper consists of 8 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	AUGUST 2020
MODULE CODE & TITLE	MGT1103 & FUNDAMENTALS OF MANAGEMENT
COURSEWORK STRUCTURE	FINAL : TAKE HOME ASSIGNMENT
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 – **10.00am (December 13, 2020) and ends at 10.00am (December 14, 2020)**. Your answer should be **uploaded to the final exam assessment safe-assign folder by 10 am (December 14, 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 **FOUR (4) mini Case Study**. Answer **ALL** questions.

Case Study Scenario 1

PurePlus is a pharmaceutical organisation that produce and supply supplement to various leading pharmacies in the country. The Chief Executive Officer (CEO), Edward Jones is leading the organisation currently. Edward has been with the organisation for the last 12 years. PurePlus is supported by various functional departments in achieving its goals. Edward seldom interfere in the direct operations of the functional departments. He believes that the respective department managers are competent in their jobs and roles. Normally, Edward's department manager would only meet up with Edward for updates or they need any advice from Edward.

Recently, Edward Jones is facing some internal problems, which requires his immediate attention. Edward received a complaint letter written by a few employees from the Admin Department. This complaint letter was submitted by some senior staff in the Admin Department. Edward personally knows these senior staff as they have been serving the organisation for more than 8 years. To Edward's knowledge, these senior staff are hardworking and responsible in their duties.

Part of the complaint letter sent to Edward via email as follows:

"We are writing to feedback to you that our frustration has reached the bottle-neck. Our immediate superior, Lily, has been giving us a hard time since she took up the position as the Admin Manager 6 months ago. Lily is a very strict manager. She does not allow us to have our own ways of doing our routine work. She determines how we should get our work done. Even we explained to her our methods are delivering the same results, she refused to listen and talked to us sternly. Furthermore, when we accidentally committed some minor mistakes in our work, we will receive punishment which we think that she has over-reacted.

We hope you may help us to resolve this matter. If Lily needs to remain in her position, we would like to ask for a transfer. We request to transfer to the Marketing Department as all of us here are also qualify to become marketers. We know that Elena (the Marketing Manager) is an understanding superior. She never restrict her staff to show their creativity in the work. Elena's staff

is working in a very conducive environment without having the unnecessary stress. Elena's department achieve the necessary goals in work and the staff are basically happy to work with her. Elena respects the ideas and decisions of her staff. When her staff need her guidance, she will provide assistance accordingly. Unlike our boss, all she knew would be "her way, her method, and her instruction"

Question 1:

(a) Identify and explain **TWO (2)** types of leader of the following individual:

- (i) Edward
- (ii) Lily
- (iii) Elena

Your answer should not be more than 400 words

(10 marks)

(b) Illustrate and explain the possible leadership grid of Edward, Lily and Elena. **Your answer should not be more than 300 words** .

(15 marks)

(Total: 25 marks)

Case Study Scenario 2

Johan is an employee for IBM and he is an Executive in the Marketing 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 three kids. Johan is now reassessing his needs like he needs a larger house, a larger vehicle, and more importantly, a larger income as the kids are growing and in a year his elder son will be going to primary school. As the Executive with a Degree qualification and 10 years of experience, he earns at RM6,500 therefore he is now looking for sufficient room for promotion to a higher position within the company so that his salary can be higher. However, with the current pandemic, the company has stopped performance bonuses and restricted over time to save money. In order to meet his need for a higher income, Johan needs to be promoted or seek employment elsewhere which not easy. Johan is considered to be a good employee and his supervisor does not wish to lose him. However, Johan'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 giving Johan a new project and if he successfully complete the project, the company may go to a higher position. Johan is now working hard for the project so that all his needs will be fulfilled.

Question 2

Illustrate and explain on each level of Maslow's Hierarchy of Needs on how Johan 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

Since the birth of the Internet in 1969 to its commercial adoption in the 1990's, the World Wide Web has enabled businesses and consumers to connect with one another to exchange and share information, anywhere and anytime. The web has provided consumers and businesses with enormous advantages by reducing the transaction time and increasing the level of convenience. Businesses are developing web sites to provide their consumers and business partners with information and e-commerce including Adidas. A daring dream began in 1920 when Adi Dassler fashioned his first shoe in Herzogenaurach, Germany. In 1948, Adidas was founded along with its identifying trademark, the three stripes. With time, Adidas discovered that in order to continue to evolve further its strategy had to include the Internet. This led to the development of www.adidas-group.com an e-commerce site focused on interactively profiling Adidas's extensive product offerings accompanied by detailed product information. Recently, it has launched #hometeam campaign in response to the coronavirus outbreak. It has been reported as their most effective ever campaign to date by boosting e-commerce sales from 35% in the first quarter up to 55% in March and up triple digit at the beginning of April. In addition, Adidas is not planning to reopen offices till summer 2021.

Sean the Product Manager for Adidas (fictional) has been assigned with pivotal role in developing a radically new product to further support its #hometeam campaign. Meaning to say, Sean is responsible for planning and overseeing the project virtually to ensure it is completed successfully within stipulated time and budget. This includes working cross-functionally to guide the process of new product development from the concept phase to the post-launch analysis phase. In addition, Sean who is located in Herzogenaurach choses to brainstorm and liaise with his team members located across the globe namely Brazil, Cambodia, Costa Rica, Malaysia, Indonesia, Pakistan, and Canada via emails and periodic meeting using Skype. Today, online collaborative tools have granted Adidas work teams to get work done more efficient and effective ways. Despite potential benefits virtual teams present, balancing the need for innovation with the need for control is particularly challenging for Sean.

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

Question 3

- (a) Explain **FIVE (5)** challenges Sean might encounter with his team while working virtually to complete this project. **Your answer should not be more than 400 words.**

(15 marks)

- (b) Explain **THREE (3)** types of control process Sean can adopt for evaluating and analyzing each element contributing to the overall project's success. **Your answer should not be more than 300 words.**

(10 marks)

(Total: 25 marks)

Case Study Scenario 4

Gordon has been working with Laureeta Co. for almost 20 years; promoted to executive within 2 years of working, while it took him only 4 years in executive position to become a manager. He has received several awards for “Outstanding Employee of the year” due to the number of successful deals with major vendors and suppliers. During his interview for the company’s internal magazine, he explained that the secret in being the best is always hard work and persistence, “when you are above, you get to tell others how you want things to be done and I admit, I know how to get things done. So, my team has always been on the right track!” he added. When asked about relationships, he said “Of course I would like to settle down! Who doesn’t, but I simply don’t have the time due to the overwhelming work!”. He was also questioned on the communication methods that he used to delivery information to his team. And he said “the most important part in communicating is to ensure the proper medium is used and there are always constant feedback from my team.

Question 4

Based on the situation above, answer the following questions;

- (a) Explain the needs theory and provide justifications for your answer. **Your answer should not be more than 400 words.** (15 marks)

- (b) Define communication and explain the **SEVEN (7)** communication process used by Gordon to his team. **Your answer should not be more than 300 words.**

(10 marks)

(Total: 25 marks)

- **The End** -

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