

National Exams May 2003

**98-CS-3-Management Concepts for Engineers
3 hours duration**

Notes:

1. If doubt exists as to the interpretation of any question, the candidate is urged to submit with the answer paper, a clear statement of any assumptions made.
2. This is a Closed Book exam. No calculators are allowed for this exam.
3. Any five questions constitute a complete paper. Only the first five questions as they appear in your answer book will be marked.
4. All questions are of equal value.
5. Write your answers in point-form whenever possible, but fully.

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1. To deal with the demands of technology and world competitiveness, management has been laying off employees, automating operations, and demanding more flexibility in how it uses its remaining workforce.
 - (i) Explain what management must do to compete more effectively under the current situation.
 - (ii) What are issues involved from the labour and management viewpoints?
 - (iii) What are some important issues unions are currently championing?

2.
 - (i) Explain the difference between goal-setting theory and management by objectives (MBO).
 - (ii) How team work between and among managers and employees can be promoted in an organization?
 - (iii) Explain the levels of Maslow's hierarchy of needs and relate their importance to employee motivation.

3.
 - (i). Explain the concepts of: (a) mass marketing, (b) adversarial marketing and (c) relationship marketing.
 - (ii) What are the four factors (or four Ps of marketing) involved in managing the marketing process? Explain.
 - (iii) How has the total quality movement affected the marketing concept?

4.
 - (i) Deming taught that quality had to be built right into the production process so that there would be no rejects at the end. Explain the Demings concept of quality control.
 - (ii) Explain the use of: (a) program evaluation review technique (PERT) and (b) Gantt charts, in industry.
 - (iii) What is your understanding of materials requirement planning (MRP), manufacturing resource planning (MRPII) and enterprise resource planning (ERP)?

5.
 - (i) What are the most common causes of financial problems?
 - (ii) What are the advantages and disadvantages of issuing bonds?
 - (iii) What are the advantages and disadvantages of issuing stock?

6.
 - (i) Explain the six steps that are involved in human resource planning process.
 - (ii) What are the features of a management development/training program?
 - (iii) Workers increasing need for flexibility has generated innovations in scheduling workers. What scheduling plans can be used to adjust to employees' needs for flexibility? Explain.

7. From a business perspective dual-career families create real concerns. There are problems with relocations, child-care, and other issues that affect recruiting, productivity, morale, and promotion policies.
 - (i) What are some of the issues you can see developing because of dual-career families? How is this affecting children in such families?
 - (ii) What corporate policies need changing to adapt to these new realities?
 - (iii) What can newlywed couples do to minimize the problems of dual careers?