

National Exams December 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. (i) What are the topics generally included in a union contract?
(ii) Explain a strike and a lockout and who uses these procedures.
(iii) Explain the difference between mediation and arbitration.
2. (i) Distinguish between motivators and hygiene factors identified by Herzberg. What are the motivating and hygiene factors?
(ii) What characteristics of job/work affect motivation and performance. Explain two forms of job enrichment that increase job motivation.
(iii) It is believed that motivation in the future will come from the job itself rather than from external punishments or rewards. Explain what managers need to give workers, so that they do a good job.
3. (i) In marketing process, explain the concepts of: (a) societal orientation, (b) relationship marketing, and (c) green product.
(ii) Explain the concepts of market segmentation and target marketing.
(iii) What are the basic steps followed in the marketing process
4. (i) Explain the relationship of materials requirement planning (MRP) with the production process.
(ii) The greatest productivity problem in Canada is reported to be in the service economy. Explain the various approaches that can be taken to improve productivity in service sector.
(iii) Explain the concept of computer aided design and manufacturing (CAD/CAM) and the manner by which CAD/CAM system has been introduced in the clothing industry.
5. (i) State the functions performed by a financial manager.
(ii) Distinguish between short-term and long-term financing and between debt capital and equity capital.
(iii) What is the difference between a secured loan and an unsecured loan? Is factoring a form of secured loan?
6. (i) What are the challenges and problems encountered presently in the human resources area?
(ii) What are the procedures used for operator training in industry?
(iii) Explain how laws are affecting human resource management.
7. The beer and beef industries are in trouble; young people drink beer and eat beef and that market is getting older...Per capita, chicken has been rising as the baby boomers are getting older. Hockey, football and skiing will all see declining markets for the same reason. The fastest growing sports in the 2000s will be walking, curling, golfing - things you can do in your 40s and 50s without much trouble. David Foot urges that businesses should look at the demographic profile, by age of the consumers who buy their products or services. The businesses should have a good picture of what is likely to happen to their market. Answer the following questions:
(i) Can you think of what marketing research should do to test the validity of Food's prediction?
(ii) Do you think that you will have to make any changes in the type of products you carry?
(iii) Is it imperative that businesses will have to continually shift the nature of their products and services to adapt to the market changes as the boomers age?