
UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Kedua
Sidang Akademik 2003/2004

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JUP 201/ –

Masa : 3 jam

Arahan Kepada Calon:

1. Sila pastikan kertas peperiksaan ini mengandungi **TIGA (3)** muka surat bercetak sebelum anda memulakan peperiksaan ini.
2. Kertas ini mengandungi **LIMA (5)** soalan. Jawab **SEMUA SOALAN.**
3. Semua soalan mempunyai markah yang sama.
4. Semua jawapan **MESTILAH** dimulakan pada muka surat yang baru.
5. Semua soalan **MESTILAH** dijawab dalam Bahasa Malaysia.
6. Tuliskan nombor soalan yang dijawab di luar kulit buku jawapan anda.

PART A – HUMAN RESOURCES MANAGEMENT

“I thought I was pretty good at managing workers, but I have to think a lot of things.”, began Mr. Uzran.. “ I moved up fast at Syarikat Terang Benderang (STB). After twelve years, I was the head for manufacturing section, but I knew, I’d never get to the top. So, when the opportunities came to head up Syarikat Elektronik Cassa Sinar (ECS), I accepted it”

Syarikat Elektronik Cassa Sinar (ECS) is a manufacturer of electronic equipment. The company is still new and growing. It was founded in 1990 and now, it has annual sales exceeding RM 70 million. It employs 350 people, mostly engineers and technical experts. When interviewed, Mr. Uzran had been with ECS for eight months.

“Most of our job here are based on *Star Wars* program. At ECS, we have a number of employees who handle routine types of problems. We are inventing the future. Over 40% of the total workers here have bachelor degree in their respective field of expertise. Those with masters’ degree and Ph.D are increasing”

“This worker, for instant, an electronic engineer, aged 30 years, with a degree. He seeks personal fulfillment and growth from his work. He wants challenges. Money and job titles only don’t mean much. Of course, we pay well. The starting salary here is higher than other competing companies, plus profit sharing and share option ownership, Mr. Uzran added.

Read and understand the scenario above. Based on the scenario in this case, answer the following questions:

1. Compare the position of Mr. Uzran at Syarikat Terang Benderang (STB) dan at Syarikat Elektronik Cassa Sinar (ECS). How might the differences influence the the need of an employee?
(10 marks)
2. What can Mr. Uzran do to keep and motivate his technical staffs?
(10 marks)
3. Do you think the needs of technical employees are different from those of other professionals like managers, lawyers or accountants?. Discuss.
(10 marks)

PART B – MARKETING MANAGEMENT

‘Technology Can Lift Change Barriers for Senior Citizens’

Technology is transforming and improving the lives of senior citizens in America in many different ways. First, senior citizens are the increased online users ” and they are the fastest growing internet surfers. Second, there are a variety of new products being developed and tested aimed at providing senior citizens with more autonomy and control over their lives. These products include the idea of “tele-home care” being tested by universities in which patients at home can see and converse with health care professionals to check up on health care issues (such as checking up on heart problems). Additional products include “smart home” technology, which include lights that brightens up a path to bathroom, sensors that track where senior citizens are, and coffee cups that beep when nearly filled. Finally, products also include cars that can provide key information on the dashboard window for easier viewing.

These products provide several benefits for senior citizens. First, technology may help them live better and more independent lives. Second, for senior citizen centers, these products may reduce costs to provide attendants. Third, many of these home tech trials are taking place in rural areas where there are few assisted care living options. Despite these benefits, it may be difficult to get senior citizens to take advantage of these opportunities. There are senior citizens who are not willing to admit that they need help. Additionally, many may not be aware of the research being done by universities and firms in the field of technology application for senior citizens. Thus, marketing efforts will be needed to inform and expose senior citizens to take advantage of these products if needed.

(Source : U.S. News & World Report, 4 Jun 2001)

Read the news above and answer these questions:

1. You can develop a successful marketing strategy for this product based on adapting the “strategic variables” or marketing mix. Use this marketing mix to market technology-based products for senior citizens in this competitive environment.
(15 marks)
2. In marketing this product, how to go about achieving the following objectives?: maximizing sales, fulfilling customers’ satisfaction and maximizing user and societal benefit?
(15 marks)