



First Semester Examination  
2021/2022 Academic Session

February/March 2022

**EPM331 – Management in Engineering**

Duration : 3 hours

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Please check that this examination paper consists of THREE [3] printed pages before you begin the examination.

**INSTRUCTIONS** : Answer **ALL FOUR [4]** questions.

In the event of any discrepancies, the English version shall be used.

1. [a] There are three different levels of managers in management where each must be equipped with four different combination of skills. Elaborate the combination of skill for each level.  
(60 marks)
- [b] The role that marketing plays within a company varies according to the concept they used. Choose ONE (1) company or brand, state their concept and discuss TWO (2) example how the company or brand practices the marketing concept.  
(40 marks)
  
2. [a] A camera manufacturer has hired you as a consultant to identify the segments in the camera market in Malaysia. Choose ONE (1) key segmentation variable and discuss how you will conduct the segmentation. Then, suggest the most suitable segment(s) for the manufacturer to target their marketing activities.  
(60 marks)
- [b] Discuss FOUR (4) reasons for innovation. Give ONE (1) example of idea/practice/object for each reason.  
(40 marks)
  
3. [a] Identify TWO (2) roles that should be involved in the selection process and briefly explain each role.  
(40 marks)
- [b] Company A is an electrical company. It has set up a new production line at the new plant, specifically electric motors for domestic and agricultural purposes. One electrical engineer with a Bachelor of Engineering degree was required to manage the new plant. Currently, five qualified electric engineers serve as Assistant Engineers in the current plant. The human resource management in the company advertised for a Chief Engineer (Electrical) for the new plant. It received seven applications, five of which are Assistant Engineers now employed at the plant. The company used preliminary interviews, exams, a final interview, and a medical examination. Finally, Mr. Amin was selected as Chief Engineer at the new plant. However, in the current company, he ranks fourth among Assistant Engineers in seniority. However, three Assistant Engineers from the current factory brought the case to court, claiming that Mr. Amin's selection was invalid since he did not have seniority among the existing Assistant Engineers.

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(i) Is it necessary to promote only seniors to higher posts in an organization? Justify your opinion.

(ii) Suggest TWO (2) solutions to solve the problem above.

(60 marks)

4. [a] One of the factors contributing to effective knowledge management in the organization is technology. Explain in THREE (3) points why the statement above is correct.

(60 marks)

[b] Describe TWO (2) technology roles in human resource management.

(40 marks)