



First Semester Examination
2023/2024 Academic Session

Februari 2024

**EPM 331 – Management In Engineering
(Pengurusan Dalam Kejuruteraan)**

Duration: 2 hours
(Masa: 2 jam)

Please check that this examination paper consists of THREE (3) pages of printed material before you begin the examination.

[Sila pastikan bahawa kertas peperiksaan ini mengandungi TIGA (3) muka surat yang bercetak sebelum anda memulakan peperiksaan ini.]

Instructions : Answer **ALL FOUR(4)** questions.

[Arahan : Jawab EMPAT (4) soalan]

1. [a] An instant noodle manufacturer from South Korea has hired you as a consultant to identify the segments in the market in Malaysia. Choose ONE (1) key segmentation variable and discuss how you will conduct the segmentation. Then, recommend ONE (1) most suitable segment for the manufacturer to target their marketing activities.
(50 marks)

[b] If you're one of the sales engineers involved in an automotive industry, you will know that the production of new products takes time to breakeven and to receive profit. When new products are first introduced into the market, sales increase is usually slow. Therefore, explain FOUR (4) marketing mix that can be used as the strategies to increase the sales.
(50 marks)
2. [a] Provide TWO (2) differences between an innovation and an invention.
(20 marks)

[b] Discuss FOUR (4) reasons for innovation. Give ONE (1) example for each reason.
(40 marks)

[c] You work as a consultant. Your current assignment is to advise a large traditional manufacturing firm where its products are facing obsolescence. Your initial audit of the company highlights a failure to innovate over many years. Discuss TWO (2) internal barriers in innovation and suggest TWO (2) ways to overcome the internal barriers.
(40 marks)
3. *"Human resource planning is only relevant to large companies."*

[a] Do you agree or disagree with the statement above? Explain FOUR (4) reasons for your answer.
(50 marks)

[b] Mr. Razak is a manager in a manufacturing company. The working hour is from 8 am to 5 pm. From the attendance system, he noticed that one of his engineers, Mr. Muthu, worked an extra 3 hours daily and claimed overtime salary in January 2021. Mr. Muthu was then called by Mr. Razak and you (as the Human Resource Manager) regarding this issue. Mr. Muthu reasoned that he wanted to complete his work before returning home daily. However, he was not instructed to do the extra working hours. In that case, Mr. Razak will hand over this issue to you for further action. As the human resource manager, elaborate on THREE (3) issues that might happen to

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Mr. Muthu if he continues his working practice and suggest TWO (2) methods to help Mr. Razak to resolve the issue with Mr. Muthu.

(50 marks)

4. [a] Describe THREE (3) importance of technology to business strategy related to Industrial 4.0.

(30 marks)

- [b] Suggest ONE (1) example of manufacturing sector and ONE (1) example of service sector, and describe technological transformations within these sectors.

(40 marks)

- [c] Explain THREE (3) potential scenarios that happen in a manufacturing company without effective management.

(30 marks)

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