



First Semester Examination
2022/2023 Academic Session

February 2023

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) Management is a variety of activities carried out by those members of organizations whose role is that of a manager, i.e. someone who either has formed responsibility for the work of one or more persons in the organization, or who is accountable for specialist advisory duties in support of key management activities.

(i) There are three different levels of managers in management. Choose **ONE (1)** level and discuss **TWO (2)** type of jobs/responsibilities for the level.

(20 marks)

(ii) Elaborate the **FOUR (4)** basic managerial skills for the level chosen.

(20 marks)

(b) You overheard this statement at the cafeteria in the corporate headquarters of a large manufacturing company: "*The competition is really threatening us with their new product line. I think we need to improve our marketing in order to stimulate demand*".

Using the '4Ps' elements of the marketing mix for your product, propose **THREE (3)** plans/strategies for each P element.

(60 marks)

2. (a) The main goal of innovation is creation of new markets. Discuss **TWO (2)** other goals for innovation and give **ONE (1)** example of product invented for each goal.

(40 marks)

(b) There are a few types of innovation. Discuss any **TWO (2)** types of innovation and give **TWO (2)** points to differentiate the types chosen.

(60 marks)

3. (a) (i) Compare **TWO (2)** differences between training and development in a table and identify **TWO (2)** examples for each.

(50 marks)

(ii) Describe **TWO (2)** importance of training and development to employee.

(20 marks)

(b) From the perspective of human resource management, identify **TWO (2)** common sources of stress at work and provide **ONE (1)** strategy for reducing each source.

(30 marks)

4. (a) Using examples from the manufacturing industry, explain **TWO (2)** advantages of technology to society.

(40 marks)

(b) Explain with suitable examples **THREE (3)** key challenges in technology management.

(60 marks)

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