

---

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Pertama  
Sidang Akademik 2006/2007

Oktober / November 2006

**EUP 301/3 – Pengurusan Kejuruteraan**

Masa : 3 jam

---

**Arahan Kepada Calon:**

1. Sila pastikan kertas peperiksaan ini mengandungi **TUJUH (7)** muka surat bercetak sebelum anda memulakan peperiksaan ini.
2. Kertas ini mengandungi **EMPAT (4)** soalan. Jawab **SEMUA (4)** soalan.
3. Semua soalan mempunyai markah seperti yang tercatat di penghujung soalan berkenaan.
4. Semua soalan **BOLEH** dijawab dalam Bahasa Malaysia atau Bahasa Inggeris ataupun kombinasi kedua-dua bahasa.
5. Semua jawapan **MESTILAH** dimulakan pada muka surat yang baru.
6. Tuliskan nombor soalan yang dijawab di luar kulit buku jawapan anda.

...2/-

12

**BAHAGIAN A – PENGURUSAN PEMASARAN**  
**(PART A – MARKETING MANAGEMENT)**

1. Read the following news and answer the questions.  
*Baca berita yang berikut dan jawab semua soalan.*

**Malaysia Aims to Be A Biotechnology Hub**

KUALA LUMPUR, Malaysia (AP) - Malaysia on Thursday opened a modern facility to make medicines using biotechnology, and offered millions of dollars to promote research. Prime Minister Abdullah Ahmad Badawi officiated the opening of a \$56 million complex in the Nilai industrial district, about 40 miles south of Kuala Lumpur. The plant is part of the government's efforts to become a regional biotechnology hub -- competing in a sector which is currently dominated by Europe and the United States. Abdullah also launched a RM 200 million fund to help firms conduct new initiatives in wide-ranging biotechnology fields such as health care, agriculture and industrial production.

The fund will provide grants and loans to new companies, especially those that require complicated patent registration and approval procedures to break into the international market. "Now we (will) have the funding infrastructure available to bring the research and development findings into the market," Iskandar Mizal Mahmood, chief executive of the government-run Malaysian Biotech Corp., which oversees the biotechnology industry, was quoted as saying by the New Straits Times newspaper. Biotechnology refers to the use of living organisms or cellular matter including DNA to manufacture organic dairy products as well as medicines such as insulin or antibiotics. Biotechnology can also be used in agriculture, for example in designing plants to make them grow under specific environmental conditions, and in industries to produce useful chemicals cheaply through designer organisms.

The new plant will be operated by Inno Biologics, a government-owned company involved in medical biotechnology, a relatively young sector that the government has aggressively promoted over the past two years through a string of tax incentives and infrastructure support. Malaysia has an estimated 100 biotech firms in a sector that the government hopes will constitute 5 percent of gross domestic product by 2020. One of Malaysia's biotech priorities is bio-diesel, touted as a cheap gasoline substitute. Malaysia is the world's main producer of palm oil, which can be used as a main ingredient of bio-diesel.

Source: The Associated Press, September 07 2006 10:38 AM ET