

National Exams May 2009
98-CS-3-Management Concepts for Engineers
3 hours duration

Notes:

1. If doubt exists as to the interpretation of any question, the candidate is urged to submit with the answer paper, a clear statement of any assumptions made.
2. This is a Closed Book exam. No calculators are allowed for this exam.
3. Any five questions constitute a complete paper. Only the first five questions as they appear in your answer book will be marked.
4. All questions are of equal value.
5. Write your answers in point-form whenever possible, but fully.

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1. (i) One of the most important clauses in a union contract deals with the *conditions* attached to hiring employees. Explain the four types of *conditions* (shops).
(ii) During negotiations, each side (management and union) employs various tactics to further its strategy. What tactics are commonly used by the union and the management?
(ii) Explain the difference between mediation and arbitration.
2. (i) What are the basic differences between Frederick Taylor's scientific management and Elton Mayo's motivation theory (generated by Hawthorne studies)?
(ii) What characteristics of work affect motivation and performance?
(iii) State the steps that are followed in a management by objective (MBO) program.
3. (i) Explain the four types of utility (value) added by marketing to move goods from producers to consumers.
(ii) What are the three parts of a marketing concept? Explain.
(iii) What are the four Ps of marketing?
4. (i) Explain the various approaches that can be taken to improve productivity in the service sector.
(ii) Explain the manner by which a less rigid job description concept can be used to improve productivity.
(iii) State the manner by which the company can deal with people or worker problems while introducing a new technology, such as CAD/CAM.
5. (i) What is your understanding of financial control and its importance in financial management of a company?
(ii) Explain the reasons for fluctuation of the prices of shares in a stock market.
(iii) What are the advantages and disadvantages of issuing bonds?
6. (i) Explain the concept of job simulation, as a fast growing means of training. Give examples.
(ii) There are many laws that affect human resource planning. What areas do these laws cover?
(iii) What is performance appraisal? What are the steps followed in the performance appraisal process?
7. From a business perspective, dual-career families create real concerns. There are problems with relocations, child-care and other issues that affect recruiting, productivity, morale, and promotion policies.
(i) What are some of the issues you can see developing because of dual-career families? How is this affecting children in such families?
(ii) What corporate policies need changing to adapt to these new realities?
(iii) What can newlywed couples do to minimize the problems of dual careers?

Marking Scheme (marks)

1. (i) 7, (ii) 7, (iii) 6
2. (i) 7, (ii) 7, (iii) 6
3. (i) 7, (ii) 7, (iii) 6
4. (i) 6, (ii) 7, (iii) 7
5. (i) 6, (ii) 7, (iii) 7
6. (i) 6, (ii) 7, (iii) 7
7. (i) 7, (ii) 7, (iii) 6