



**UNIVERSITI MALAYSIA TERENGGANU**

**FINAL EXAMINATION**

**SEMESTER I SESSION 2025/2026 (BACHELOR DEGREE)**

**COURSE : PRINCIPLES OF MANAGEMENT**

**COURSE CODE : MGM3003**

**DURATION : 2 HOURS**

**MATRIC NO. :** \_\_\_\_\_

**PROGRAMME :** \_\_\_\_\_

**SEAT NO. :** \_\_\_\_\_

**INSTRUCTIONS TO CANDIDATES**

- i. Please answer all questions in Part A in OMR form.
- ii. Please answer all questions in Part B in the booklet provided.

**DO NOT OPEN THE QUESTION PAPER UNTIL INSTRUCTED**

THIS QUESTION PAPER CONSISTS OF EIGHT (8) PRINTED PAGES

**PART B (75 Marks)**

**Please answer all questions.**

1. Organizations must ensure that their organizational structure supports the achievement of strategic goals. A well-designed structure enables effective decision-making and aligns with the organization's strategic direction. Managers also use SWOT Analysis as a strategic management tool to assess internal strengths and weaknesses as well as external opportunities and threats.
  - a. Evaluate **three (3)** types of traditional organizational design structures that can support or hinder the implementation of organizational strategy. (15 marks)
  - b. Determine **four (4)** key elements of a SWOT Analysis that can influence the choice or adjustment of an organizational structure to enhance strategic performance. (10 marks)
2. EcoLite Manufacturing Sdn. Bhd., a company producing eco-friendly packaging, is preparing for business expansion into new regional markets. To ensure success, the management team is developing various plans to guide production, marketing, and human resource activities. The CEO also wants to monitor the company's progress using suitable performance measurement tools to ensure that goals are achieved effectively.
  - a. Analyze **five (5)** types of management plans using the following dimensions: (15 marks)
    - i. Breadth
    - ii. Time Frame
    - iii. Specificity
    - iv. Frequency of Use
    - v. Environmental Assumptions
  - b. Determine any **two (2)** tools that can be used to measure organizational performance. (10 marks)
3. At Khairul Aming Food Industries, employees in the customer service and fulfillment department handle highly repetitive tasks such as replying to product inquiries, packing orders, and arranging deliveries. Although the company's *samba* business is successful, several staff members have expressed boredom and lack of motivation because their daily work feels routine and disconnected from the brand's creative image.
  - a. As the operations manager, analyze how the jobs can be redesigned to increase employee motivation and engagement by applying the **five (5)** guidance of Job Characteristics Model (JCM). (15 marks)
  - b. Determine **four (4)** strategies managers can apply to improve coordination among team members to enhance motivation and teamwork. (10 marks)

**End of Question Paper**

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