



Gratia Christian College
宏恩基督教學院

Academic Year 2016-2017

Semester 1

Examination

Course Code & Title : MM2213 Principles of Management

Time Allowed : 2 hours 30 minutes

Student Name : _____

Student ID : _____

This paper has 2 pages (including this cover page).

1. Answer **ALL** questions.
2. Each question carries equal weight.
3. In the Answer Book, start EACH question (not part of a question) on a NEW page.

This is a **closed-book** examination.

Candidates are allowed to use the following materials/aids:

- Noiseless and cordless calculators without communication function.

Materials/aids other than those stated above are not permitted. Candidates will be subject to disciplinary action if any unauthorized materials or aids are found on them.

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1. a. What is Theory X and Theory Y? 8%
- b. You are asked to design a staff handbook with some rules and regulations to govern the behaviors of your staff. How will you apply the theories to manage your subordinates? 12%
2. a. What is Scientific Management? 8%
- b. In this modern world, is the classical management theories such as Scientific Management developed by Taylor outdated? What is your evaluation? You may provide some examples to support your argument. 12%
3. a. As a manager, what kind of power do you have? 10%
- b. How do you motivate your staff? 10%
4. a. What are Cost Leadership Strategy and Differentiation Strategy? Please use examples to illustrate the concepts of Cost Leadership Strategy and Differentiation Strategy. 8%
- b. What are accept errors and reject errors? Give one example to illustrate these errors. 8%
- c. What are reliability and validity? 4%
5. a. Due to bad economy, your company needs to be downsized. As a manager what kind of downsizing options do you have? 10%
- b. How do transactional leaders differ from transformational leaders? 10%

- END OF EXAMINATION -