

Final Examination

Name:

Date November 30 – December 11, 2015
Lecturer Dr. Samuel Prasetya
Fac./Study Prg. Business & Social Science/MGT-IBA-INR-HTM
Semester/Year 1/ 2015
Time 100 minutes

Score :

INTRODUCTION TO BUSINESS & MANAGEMENT 1

I. Examination Conditions (completed by the lecturer with check “v”)

No.	Condition	Completed by the lecturer with “v”		Remark (Completed by the lecturer)
		Allowed	Not Allowed	
1.	Using Open Book		X	
2	Using Laptop		X	
3	Using Cheat Sheet		X	
4	Using Calculator	X		
5	Using Pencil		X	
6	Using Pen	X		
7	Students may not remove the staples from the exam materials.			

II. Examination Regulation

Cheating or dishonest conduct

- a. Cheating or dishonest conduct are strictly prohibited.
- b. Students found cheating or showing dishonest conduct will be failed in the respective subject.
- c. Students have to retake the course for the respective subject completely.
- d. The invigilator has the right to judge cheating or dishonest conduct based upon objective evidence.

Leaving the room during the exam

- a. Leaving the exam to go to the toilet must be avoided as much as possible.
- b. In case it happens, the invigilator must escort the student to the toilet.
- c. Students may leave the room if they have finished the exam without disturbing others.

Dress code

- a. Students have to dress appropriately.
- b. Sandals, shortpants or inappropriate dress are not allowed in the examination room.

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Eryn lives in Bandung and she is excited about opening her own small restaurant/cafe, the German Bratwurtz House. It is certainly targeted to cater middle-to-upper income people. Although Eryn has worked as a chef and even managed a number of fine-dining restaurants during her career, she is concerned that she would get off to a wrong start.

Please address the following questions pertinent to the brief situation and condition mentioned above:

- (45 points @ 3 points each column)** If you were Eryn, how would you organize your business? Would it be better to formulate the business based on **sole proprietorship**, **partnerships**, or a **corporation**? Please be sure to provide sufficient reasons, and organize your answers following the table below.

	Sole Proprietorship	Partnership	Corporation
Reasons			
Advantages	1.	1.	1.

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	Sole Proprietorship	Partnership	Corporation
	2.	2.	2.
Disadvantages	1.	1.	1.
	2.	2.	2.

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2. **(45 points @ 3 points each column)** Since Eryn is owner of the German Bratwurtz House, and she may need people to assist her in the daily operation of her cafe, in your opinion, how should Eryn **organize the people**, and noting the important **basic management skills** of her staff, including ensuring the **functions/areas** of her staff so routine operational activities in her cafe are smooth? Please be sure to organize your answer using the following table.

Organizational Hierarchy	Name of Positions	Skills		Functions or Areas	
		Dominant Managerial Skills	Reasons for the skills you mention in the column	Dominant Functions or Areas Performed	Reasons for the functions/areas you mention in the column
Top Management					
Middle Management					
First-Line Management					

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3. With regards to Eryn's German Bratwurtz House, in your opinion,
a. **(2 points) What** are the reasons for **layout planning**?

- b. **(8 points) How** would you do the **layout planning** using a simple illustration below

