UNIVERSITI KUALA LUMPUR
Malaysia France Institute

FINAL EXAMINATION
JANUARY 2011 SESSION

SUBJECT CODE : FVB 21004
SUBJECT TITLE : WORKSHOP ADMIN AND MANAGEMENT
LEVEL : BACHELOR
TIME / DURATION : 9.00am – 12.00pm
( 3 HOURS )
DATE : 11 MAY 2011

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. Please write your answers on the answer booklet provided.
4. Answer should be written in blue or black ink except for sketching, graphic and illustration.
5. This question paper consists of TWO (2) sections. Section A and B. Answer all questions in Section A. For Section B, answer THREE (3) questions only.
6. Answer all questions in English.

THERE ARE 5 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.
SECTION A (Total: 40 marks)

INSTRUCTION: Answer ALL questions.
Please use the answer booklet provided.

Question 1

List the FIVE (5) major market segments in automotive service industry. (5 marks)

Question 2

Fleet Service is one of the major market segments in automotive service industry.

a. Describe a Fleet Service Department. (3 marks)

b. How a fleet company may become a warranty service center for automotive manufacturer? (3 marks)

Question 3

The shop you are designing has taken great strides in allowing for repair stalls including space for the technician’s tools and all the other equipment.
What else must you consider in designing your building? (5 marks)

Question 4

a) The service cashier is extremely important to the success of the service repair shop.
Please explain why does the person who is most likely the least paid and youngest is important and requires training. (5 marks)

b) List THREE (3) characteristics that a service cashier should possess. (3 marks)
Question 5

a) The first part of the System View model is “Inputs”. Please describe. (3 marks)

b) What is the importance of the 4th step, (Feedback), in the System View Model? (3 marks)

Question 6

a) What is the purpose of setting goals? (4 marks)

b) There are several reasons for the manager to seek input from employees to help the manager make an informed decision on certain projects. List and briefly explains any THREE (3). (6 marks)
SECTION B (Total: 60 marks)

INSTRUCTION: Answer only THREE questions.
Please use the answer booklet provided

Question 7 (20 marks)

a) There are four types of satisfied customers. List ALL of them.  
   (4 marks)

b) Explain the 11/4 rule of Customer Relations.  
   (2 marks)

c) XY Motors' service department is organizing the support group approach. During the past few weeks, six technicians in the group have been worked for 40 hours. Because they are in the support group plan, Daud, the team leader, is paid an extra $1 for every flat-rate hour produced by the entire team for his efforts in guiding and directing them. The flat-rate hours and flat-rate pay for the technicians are as follows:

   Ali – 42 hours @ $18; Ellan – 38 hours @ $19; Roxy – 32 hours @ $14; Daud – 54 hours @ $25; Johan – 60 hours @ $18; Dali – 56 hours @ $15.

i. How much did each of the six technicians earn last week?  
   (3 marks)

ii. How many flat-rate hours did the entire shop produce last week?  
   (1 mark)

If XY Motors charges $60 per flat-rate hour for all of their work, what was their gross labor sales for last week?  
   (1 mark)

iii. What was XY Motors' gross profit for last week?  
   (1 mark)

iv. What was their gross profit percentage for last week?  
   (1 mark)

d) What cost items must be considered in establishing your retail price?  
   (4 marks)

e) What is the purpose of "point-of-merchandising"?  
   (3 marks)
Question 8 (20 marks)

(a) Explain your understanding of the term “Progressive Discipline”

(3 marks)

(b) List ALL the steps (according to the sequence order) taken to hire an employee for a new position in an organization.

(7 marks)

(c) What should you strive for when developing a logo for your new business?

(2 marks)

(d) What is the difference in selling additional service and selling needed service?

(2 marks)

(e) Muhammad brings his car into Lepat Auto Service for a tyre rotation. The repair costs RM25. The shop pays Rahim, their lead technician, one-half hour of flat-rate time to perform the repairs. Rahim is paid RM20 per flat-rate hour. Based on this information, answer the following questions:

I. What is the total income for Lepat Auto Service?

(2 marks)

II. What are their expenses for the repair?

(2 marks)

III. What is their gross profit on the repair?

(2 marks)

Question 9 (20 marks)

a) Rahman is currently working as manager at Silver Service. He feels that he is treated well there as an employee and is well respected by his supervisors and his employees. He has been there now for 5 years. Business at the shop is very steady since they have a very solid reputation and it is expected to stay strong through the coming years.
Although there is no reason why Rahman needs to consider a change, he has always wondered what it would be to ‘be on his own’. He recently heard about a shop about 3 miles away that is up for sale. It is in the same community and is very similar in many ways to the shop that he currently works in. Rahman wonders if this might be ‘the chance of a lifetime’.

i. As a Rahman’s best friend he comes to you and relays the story about this great opportunity. What advice would you give him? (10 marks)

b) After your talk, Rahman does some thinking and calculates the benefits of his current position and the potential income if he opens the shop. He knows that his total earnings for the past 3 years (salary + benefits) has averaged RM100,000 per year and has remained steady. He has done his homework about the costs and benefits of being a shop owner and has found out that the owner of his shop has earned a net profit of RM150,000 each for of the past 3 years. Furthermore, he has found out that the shop that is up for sale, although not as successful as Silver Service, has had a net profit of RM90,000 per year over the past 3 years. After speaking with a financial advisor and a banker Rahman knows that in order to open the shop he has to take out a RM100,000 business loan to get the new company started.

ii) What would ROI be over 5 years by taking this opportunity based on the information that we currently have? Based on this info, what would you recommend Rahman do? Why? (10 marks)

Question 10 (20 marks)

As the new service manager at a brand new shop you want to help to spice up the service desk area with some impulse items to help bolster sales.

Which of the following suggestions from your service advisors would you choose to display at the service desk and give justification.

- Windshield wiper inserts - Car battery
- Crankshaft - Spark plugs and air filter
- Crank position sensor - Fuel sending unit

END OF QUESTION