

**INTRODUCTORY  
MANAGEMENT  
MODEL EXAM 2011**



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**SAMPLE ONLY**

***Sources used***

JOHN CAMPLING, D. P., RETHA WIESNER, ENG SIENG ANG, BOBBIE CHAN, WEE-LIANG TAN, JOHN R. SCHERMERHORN 2008. *Management*, John Wiley & Sons Australia Ltd.

SAMPLE ONLY

## Format of Model Exam

Two Parts of Questions:

### **Part A: Case Study.**

In this part, we collaborate various topic to be tested in a real scenario.

### **Tips on how to study for Part A**

Read the exam case several times.

Using your experience, think about the kinds of questions that could be asked from the various topics ie How could the theory from each topic be applied to the case?

### **Part B: Short Essay Question**

In this part, you will be asked questions that relate to a specific topic.

Elaborating on your answers with relevant theories and examples.

## PART A

### Case study: GameFrenzy Studios

South-east Queensland has become a little-known center for the rapidly emerging and highly profitable computer-gaming industry in Australia. One company in the hub is 'GameFrenzy Studios', based in Brisbane. Michelle Feng started GameFrenzy in 2000 as a young entrepreneur with a vision to build a successful multimedia software development company focusing on PC and PS2 games development. GameFrenzy' products focus on lighthearted fun and they include AussieAdventure, OzFighter, Battle Wombat, Super Oz Kart, Crazy Fire Fighters and NHLA (New Human Liveable Atmosphere, HotDogs HotGals). The philosophy of GameFrenzy is 'we create fun' and this is reflected in the creation of games that are easy to play, stress free and entertaining.....

## PART B

### Question 1

Explain why is personal power more important to transformational leadership than position power?

### Question 2

Select ONE contingency approach to leadership. Describe the approach and explain its insights into effective leadership.



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