



MILLIONS

MANAGEMENT SOLUTIONS

Exercise
MRB
Mid Test 2013/2014

Question 1:

Linda Yulisman, The Jakarta Post, Nusa Dua, Bali | Headlines | Tue, October 01 2013, 9:16 AM

APEC agrees to joint efforts to develop renewable energy

Members of the Asia Pacific Economic Cooperation (APEC) agreed on Monday to establish joint efforts for the development of renewable energy in the 21 member economies.

The agreement was achieved during the first day of the three-day conference on clean, renewable and sustainable use of energy being hosted by Indonesia, this year's APEC chair, in Nusa Dua, Bali. The agreement will be presented to the APEC senior official meeting Oct. 1 to Oct. 2 for approval.

Lead shepherd of the APEC Energy Working Group, Phyllis Genther Yoshida, said that the 21 economies had struggled to significantly lower the cost of alternative energy and to attract investment for new renewable energy projects, two main challenges they faced in green development.

"Our recommendation will be to move to a more strategic approach, in which we look at all of the different issues within a system rather than individually," she told The Jakarta Post on the sidelines of the conference.

The agreed upon joint efforts will include exchange of information, joint studies and the transfer of technology in the development of renewable energy.

During the conference, members were also seeking concrete actions under the APEC framework to meet their goals of developing clean, renewable and sustainable energy sources, and cooperation to strengthen each member's capacity.

In a meeting in Honolulu, Hawaii, in 2011, APEC leaders pledged to reach a target to cut the region's energy intensity by at least 45 percent by 2035 through a wide array of steps.

Energy intensity is a widely used indicator to measure energy efficiency, calculated by dividing a country's demand for energy by its gross domestic product (GDP).

A joint report issued by the Asia Pacific Energy Research Center and the working group earlier this year suggested that APEC economies, which represent around 60 percent of global energy demand, would potentially attain the target just by carrying on "business as usual". However, it also noted that achieving environmental sustainability across the region required a lot more work.

The report, which estimated future APEC energy demand and supply as well as greenhouse gas emissions, also showed that primary energy consumption was expected to surge by 53 percent.

Without reduction in energy intensity, the demand will likely expand at the same rate as APEC GDP, which is estimated to rise by an astonishing 225 percent by 2035.

The report also highlighted that more than 80 percent of the region's energy demand in 2035 would be sourced from fossil fuels, thereby causing a notable 46 percent rise in carbon dioxide emissions from fuel.

Despite the gloomy outlook, the member economies are making considerable attempts to cope with the situation, and the working group earlier estimated that APEC nations' energy efficiency over the past three decades would continue to rise gradually and bring a 53 percent jump in efficiency by 2035.

Arto Suryodipuro, the Foreign Ministry's director for Asia Pacific and Africa intra-region cooperation, said that the use of clean and renewable energy would allow economies to prosper. He also said that the increased energy demand in Indonesia of 7 percent per year, mostly met by fossil fuels, hampered economic growth, as the country greatly depended on imports.

"Renewable energy should be the driver of our development in the future," he said.

A similar situation was experienced by Thailand, which is now phasing out subsidies on cooking gas and shifting those funds to other sectors, such as investment in rail-based transportation.

Thailand has rolled out a comprehensive package to spur investment in the renewable energy sector, particularly through a feed-in tariff and a tax holiday, according to the deputy director general of Thailand's Alternative Energy Development and Efficiency Department Twarath Sutabutr.

The incentives allow Thailand, which is ranked third among ASEAN countries in technical potential for renewable energy, to become one of the most advanced countries in terms of renewable energy investment in the region.

Identify the problem implied in the article and develop the problem statement related to the above phenomenon.

Question 2

A multinational company operating in Indonesia has many unanswered questions related to absenteeism (absenteeism), motivation and job satisfaction of employees who have different cultural backgrounds (expatriates vs. local). Questions which the management has are:

1. Is there any difference between expatriate and local staffs' job motivation?

2. Do local employees have had a high rate of absenteeism?
3. Will the employees' citizenship affect their job satisfaction?

*From the above illustration, please develop **descriptive hypotheses, correlational hypotheses and explanatory (causal) hypotheses**. Please write down both the null and alternative hypothesis.*

Question 3

a. Case 1

Alfredo is a consultant who was requested to examine the behavior of the insurance company's employees. He only selected 250 respondents who happened to be at the company's headquarters during the data collection process.

- 1) Explain what kind of **sampling technique** used by Alfredo? Give your **reasons**.
- 2) Do you think the technique chosen was appropriate? Give your **reasons**.

b. Case 2

Bernardo wrote a thesis about the XYZ's community websites. He conducted an online survey and sent emails to a few people he knew to be members of the website community and asked respondents who filled out a survey to forward email to another respondent who also became the member of the community website.

- 1) Explain what kind of **sampling technique** used by Bernardo? Give your **reasons**.
- 2) Do you think this technique was **appropriate**? Give your **reasons**.

c. Case 3

Carmen was asked to examine the reliability of the service quality of one Trans Jakarta Bus Route. Therefore, she asked for a list of all the bus serial number operating on that route. The starting point to choose the bus was conducted randomly but the choices thereafter were based on regular interval (number of population divided by number of sample).

- 1) Explain what kind of **sampling technique** used by Carmen? Give your **reasons**.
- 2) Do you think this technique was **appropriate**? Give your **reasons**.

Question 4

a. Describe and classify the variables found in the study of “Mastery Goals and Contingent Self Worth” based on the relationship that exist among those variables:

1. Independent variable
2. Dependent variable
3. Moderating variable
4. Mediating variable

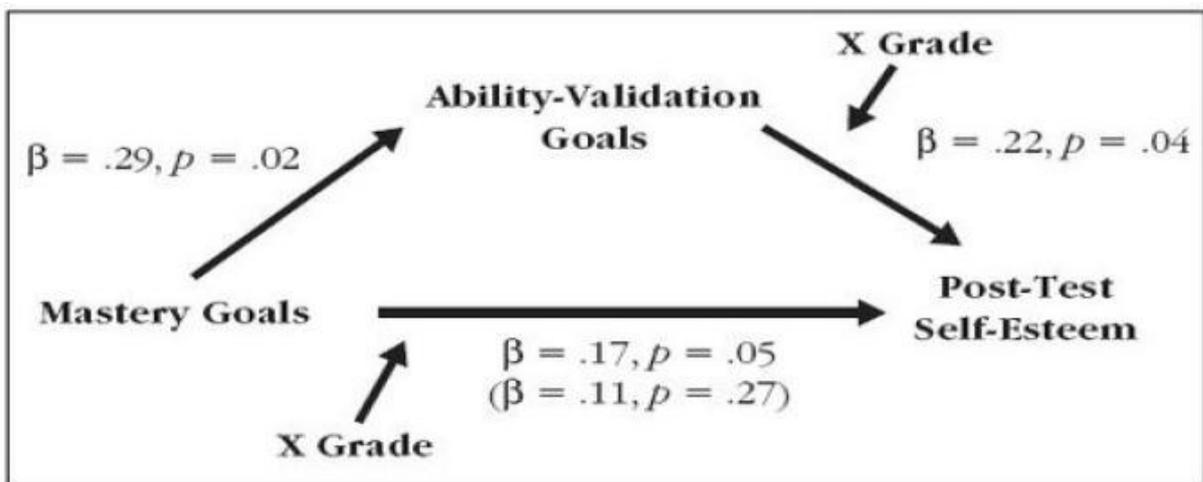


Figure 1. Variables in the “Mastery Goals and Contingent Self Worth”

b. Mention and explain the scale of measurement (nominal, ordinal, interval, ratio) that are used to measure the following variables:

- 1) *personal details* (item a and b)
- 2) *Contact with disability adviser* (only item a and b)
- 3) *Contact with school/department disability coordinator* (only item a and b)

Appendix IX - Student Satisfaction Questionnaire

1. Personal Details

a) What is your course of study (e.g. MA – English)?

b) What is your year of study?

2. Contact with Disability Adviser

a) Have you had any contact with a University Disability Adviser in Student Support Services?

Yes No

b) If YES, - how do you rate the quality of service you received? (please circle)

Very Poor Poor Satisfactory Good Very Good

c) Please comment on positive or negative aspects of the service

3. Contact with School/Department Disability Co-ordinator

a) Have you had any contact with a School or Department Disability Co-ordinator?

Yes No

b) If YES, - how do you rate the quality of service you received? (please circle)

Very Poor Poor Satisfactory Good Very Good

c) Please comment on positive or negative aspects of the service

Figure 2. Student Customer Satisfaction Questionnaire



Question 5

Risk Management in Century Bank

There are several types of risks faced by the management. Research conducted by EIU suggests that reputational risk gives the highest threat to the organization (52%), followed by regulatory risk (41%), human resources risk (lack of skills, succession issues, 41 %), IT network risk (system failed, 35%), market risk (32%), loans risk (29%), financial risk (21%), exchange rate risk (18%), natural disaster risk (18%), political risk (18%), and crime and security risk (15%).

In regards to reputation risk, we all know that reputation is the soul of any business. Without it there is, basically, no business. Many factors, internal and external, may lead to the destruction of reputation. What tarnished Century Bank in Indonesia few years ago was to reputational risk issue. Reputational Risk is the current or prospective risk to earnings and capital arising from adverse perception of the image of the financial institution (organization) the part of customers, counterparties, shareholders, investors or regulators.” In banking industry, reputational risks arise partly because of the negative news and rumors about the bank and the inability of the bank to communicate effectively with all categories of stakeholder.

- a. What are the main concepts found in the above article and explain why do you classify them as concepts?
- b. What are the dimensions and indicator that can be used to indicate the concepts found in the article?

