



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Subject Code & Name : **BGN2305 MANAGING PEOPLE IN THE SERVICE INDUSTRY**
Semester & Year : **January – April 2016**
Lecturer/Examiner : **Mr K. S. Balasingam**
Duration : **3 Hours**

Total Number of pages = 7 (Including the cover)

PART A : MULTIPLE CHOICE QUESTIONS (20 MARKS)

**INSTRUCTION(S) : Questions 1-20 are multiple choice questions.
Answer ALL questions on the answer sheet provided.**

END OF PART A

PART B : SHORT ANSWER QUESTIONS

**INSTRUCTION(S) : Two (2) questions consisting part A & B.
Answer ALL questions.
Write your answers in the answer booklet(s) provided**

Question 1

- A. Explain the consequences of failing to hire the right people in an organization. (5 marks)
- B. List and briefly describe the main financial rewards that organizations in the service industry provide to employees. (5 marks)

Question 2

- A. List and briefly describe FIVE (5) main non-statutory benefits that organizations in the service industry provide to employees. (5 marks)
- B. Describe briefly the factors that affect the wage levels offered to employees in the service industry. (5 marks)

END OF PART B

PART C : SHORT ESSAY QUESTIONS

**INSTRUCTION(S) : Answer any FOUR (4) questions only.
Write your answer in the answer booklet(s) provided**

Question 1

As a Human Resource Manager of a service providing organization, list and explain SIX (6) contributions you would make towards the organizational effectiveness and success. (15 marks)

Question 2

Explain, with suitable illustrations, SIX (6) reasons for the importance of human resource planning in any organization. (15 marks)

Question 3

Evaluate SIX (6) potential benefits that could be achieved by a well-designed formal performance evaluation system. (15 marks)

Question 4

As a newly appointed manager in an organization, how would you analyze an existing incentive plan to determine whether it is well-designed, administered and effective? (15 marks)

Question 5

Explain SIX (6) initiatives you would take to ensure 'employee engagement' in department or section where you are in-charge. (15 marks)

END OF EXAM PAPER