

**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **BGN2305 MANAGING PEOPLE IN THE SERVICE INDUSTRY**  
Semester & Year : JANUARY – APRIL 2017  
Lecturer/Examiner : JAMES LIOW  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (25 marks) : Answer all TWENTY FIVE (25) multiple choice questions and shade your answers in the provided space with 2B pencil.  
PART B (75 marks) : Answer FIVE (5) out of SIX (6) short answer questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment and calculator into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

**WARNING:** The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

**Total Number of pages = 6 (Including the cover page)**

**PART B : SHORT ANSWER QUESTIONS (75 MARKS)**

**INSTRUCTION (S)** : There are SIX (6) questions in this section, answer only FIVE (5) questions. Write your answers in the Answer Booklet(s) provided.

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**QUESTION 1**

Making the right recruitment decision at the first instance adds significant value to the organisation such as improved productivity, improved profit picture, higher level of job satisfaction and commitment.

- a) List **THREE (3)** advantages and **THREE (3)** disadvantages of the methods. (12 marks)
- b) List any **THREE (3)** essential information to be included in job description. (3 marks)

**[Total 15 marks]**

**QUESTION 2**

Motivational theory in an organisation has to do with the way in which a company motivates its employees to perform as a group and within their individual job role. Describe Maslow hierarchy of needs.

**[Total 15 marks]**

**QUESTION 3**

Workplace diversity has become an increasingly important part of many companies and one of it is cultural diversity. Hofstede is one of the scholars who developed cultures according to certain dimensions. Briefly explain **FIVE (5)** cultural dimensions of Hofstede.

**[Total 15 marks]**

**QUESTION 4**

Path Goal Theory is about how leaders motivate followers to accomplish designated goals. Describe with example the **FOUR (4)** types of leader behaviour according to the Path Goal Theory.

**[Total 15 marks]**

**QUESTION 5**

Teams as well as individuals develop specific styles for dealing with conflict, based on the desire to satisfy their own concern versus the other party's concern. The Thomas Kilmann Conflict Mode Instrument is a model for handling conflict. Describe **FIVE (5)** management styles of handling conflicts.

**[Total 15 marks]**

**QUESTION 6**

Artifacts are the observable symbols and signs of an organisation's culture, such as the way visitors are greeted, the physical layout and how employees are rewarded. Discuss with example the **FOUR (4)** artifacts of organisation's culture.

**[Total 15 marks]**

**END OF QUESTION PAPER**