



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **BGN2305 Managing People in the Service Industry**  
 Trimester & Year : January – April 2018  
 Lecturer/Examiner : Ng Boon Aun  
 Duration : 3 Hours

#### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:  
     **PART A (30 marks)** : Answer all **THIRTY (30)** multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.  
     **PART B (70 marks)** : Answer all **FOUR (4)** structured-type questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment 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 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.

**Total Number of pages = 8 (Including the cover page)**

**PART B : STRUCTURED-TYPE QUESTIONS (70 MARKS)**

**INSTRUCTION(S)** : Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

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1. “The interactionist view of conflict, proposes that not only can conflict be a positive force in a group but that some conflict is absolutely necessary for a group to perform effectively. “

a. Identify and describe **TWO (2)** types of conflicts under the interactionist view of conflict. Support your answer with relevant examples.

(10 marks)

b. Discuss **THREE (3)** common causes of conflict. Provide relevant examples to support your answers.

(15 marks)

2. “For many organizations, the primary goal of an appraisal system is to improve individual and organizational performance.”

Discuss **FIVE (5)** common uses of performance appraisal.

(15 marks)

3. Briefly explain the **FIVE (5)** basic needs proposed by Maslow’s hierarchy of needs.

(15 marks)

4. “When introducing changes in an organisation, it is mentioned that resistance to change will be anticipated.”

Describe **THREE (3)** reasons why employees resist change? Support your answer with relevant examples.

(15 marks)

**END OF EXAM PAPER**