



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **HRM1313 MANAGING PEOPLE IN THE SERVICE INDUSTRY**
 Trimester & Year : January – April 2018
 Lecturer/Examiner : DR. CHRISTINE CHOW
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 PART A (30 marks) : THIRTY (30) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.
 PART B (70 marks) : SEVEN (7) short answers questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorised 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 = 7 (Including the cover page)

PART B : **SHORT ANSWER QUESTIONS (70 MARKS)**

INSTRUCTION(S) : **There are SEVEN (7) Questions in this section.
Answer ALL SEVEN (7) QUESTIONS.
Write your answers in the Answer Booklet(s) provided.**

1. Managers should adopt suitable measures to overcome the barriers and improve communication effectiveness. Explain **(FIVE) (5)** methods managers can use to improve communication. **(10 marks)**
2. Richard Hackman and Greg Oldham developed the **FIVE (5)** Job Characteristics Model that will motivate employees. Describe these **FIVE (5)** characteristics. **(10 marks)**
3. We make decisions almost every day. Some decisions may be simple such as deciding what to eat for lunch and at other time decision-making is harder in situations such as purchasing a house or choosing a program to study.
- a. Differentiate between 'Decision' and 'Decision-Making' **(3 marks)**
- b. The rational decision-making model provides a step-by-step guide on how to arrive at a decision. Describe these steps. **(7 marks)**
- TOTAL: (10 MARKS)**
4. a) Differentiate between training and development **(3 marks)**
b) Discuss the importance of training. **(7 marks)**
- TOTAL: (10 MARKS)**
5. Discuss the difference between McGregor's Theory X and Theory Y **(10 marks)**
6. Due to globalization, organisations are faced with diversity at the workplace. In order to succeed to achieve the competitive advantage, managers have to be trained on how to manage a diverse workforce. Define diversity and explain the importance and effect of managing a diverse workforce effectively. **(10 marks)**
7. The Hawthorn study showed that money was less a factor in determining worker output than group standards, sentiments, and security. Discuss the factors that a supervisor must create to have an effective team. **(10 marks)**

END OF EXAMINATION