

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BGN2305 MANAGING PEOPLE IN THE SERVICE INDUSTRY**
Semester & Year : MAY – AUGUST 2016
Lecturer/Examiner : JAMES LIOW
Duration : 3 Hours

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.

QUESTION 1

a) Explain the process of job analysis and list the **THREE (3)** methods used to collect job analysis information. (12 marks)

b) List any of **TWO (2)** essential information to be included in job description and job specification. (3 marks)

[Total 15 marks]

QUESTION 2

Motivation theories, in the simplest form seek to explain the driving forces that convert our thoughts into behaviours. Describe any **TWO (2)** of the following motivational theorists:

- i) Mayo
- ii) Maslow
- iii) Herzberg
- iv) Taylor

(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 the **FIVE (5)** dimensions of Hofstede.

(15 marks)

QUESTION 4

Path Goal Theory is about how leaders motivate followers to accomplish designated goals. Describe the **FOUR (4)** types of leader behaviour according to the Path Goal Theory and list any **THREE (3)** of the Path Goal leadership styles.

(15 marks)

QUESTION 5

Describe the special challenges that virtual teams face? Explain how management should ensure that virtual teams can be effective.

(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. Briefly discuss the **FOUR (4)** artifacts of organisation's culture.

(15 marks)

END OF QUESTION PAPER