



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **DGN1307 Management**
 Semester & Year : May – August 2017
 Lecturer/Examiner : Ng Boon Aun
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:
 - PART A (25 marks) : Answer all TWENTY-FIVE (25) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
 - PART B (75 marks) : Answer all FIVE (5) short answer questions. Answers are to be written in the Answer Booklet provided.**
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- 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.
- 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 = 7 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (75 MARKS)

INSTRUCTION(S) : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

1. Identify and describe **FIVE (5)** dimensions of culture which are essential in shaping the way organizational members work and the organization's personality.
(15 marks)

2. Planning is deciding on the organization's objectives or goals and getting the job done by establishing an overall strategy for achieving those goals and developing a comprehensive hierarchy of plans to integrate and coordinate activities.
Discuss any **FOUR (4)** advantages and **FOUR (4)** disadvantages of planning to any organization.
(16 marks)

3. Define the term power. Identify and discuss **FOUR (4)** sources of power in an organization.
(14 marks)

4. Identify and briefly describe all **FIVE (5)** needs listed Abraham Maslow's Hierarchy of Needs. Explain how managers use the Abraham Maslow's Hierarchy of Needs to help motivate employees at work.
(15 marks)

5. Describe **THREE (3)** types of departmentalization that are frequently used in a business organisation. Provide relevant examples to support your answer.
(15 marks)

END OF EXAM PAPER