



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID :

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Student Name : _____

Subject Code & Name : **DHM2303 MANAGING PEOPLE IN THE SERVICE INDUSTRY**
 Semester & Year : May - August 2017
 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. Answer THIRTY (30) questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
 PART B (70 marks) : SEVEN (7) Short Answer Questions. Answer SEVEN (7) 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 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 (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.

QUESTION 1

- (a) Define Intellectual Capital (2.5 marks)
(b) Identify the elements of Intellectual Capital (7.5 marks)
(10 marks)

QUESTION 2

List **TEN (10)** responsibilities of a supervisor **(10 marks)**

QUESTION 3

Describe the requirements for effective communication. **(10 marks)**

QUESTION 4

There are several areas you need to understand before you prepare the Job Analysis. Explain what these areas are. **(10 marks)**

QUESTION 5

Explain the Hawthorne Effect Theory by Elton Mayo **(10 marks)**

QUESTION 6

Tuckman's theory identified **FIVE (5)** steps in group development. Briefly describe the steps. **(10 marks)**

QUESTION 7

Explain **FIVE (5)** key reasons why people resist change in an organisation? **(10 marks)**

END OF EXAMINATION