

BERJAYA BUSINESS SCHOOL**FINAL EXAMINATION**

Student ID (in figures) :

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Student ID (in words) : _____

Course Code & Name : **BGN2305 Managing People in the Service Industry**
Trimester & Year : September - December 2018
Lecturer/Examiner : Joseph Choe
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (25 marks) : TWENTY-FIVE (25) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.
PART B (75 marks) : FOUR (4) structured 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 = 6 (Including the cover page)

PART B : STRUCTURED QUESTIONS (75 MARKS)

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

Question 1

Analyse **FIVE (5)** reasons why Human Resource Management is important to all managers.

(15 marks)

Question 2

Examine the advantages and disadvantages of the **FOUR (4)** alternatives in flexible work patterns.

(20 marks)

Question 3

a. Briefly describe **FIVE (5)** types of rewards that can be used to attract and retain skilled manpower, maximise productivity, achieve organisational goals and support for job satisfaction among employees.

(10 marks)

b. Explain **FIVE (5)** reasons why incentive plans could fail in a service organisation.

(10 marks)

[Total: 20 marks]

Question 4

At Black Label Hotel, in southwest Wyoming, a front office officer and a housekeeping manager were clashing so severely over policies and procedures that they were frequently yelling at each other. The fights worsened until the two departments didn't want to work together. As a Human Resource Manager, suggest the steps to resolving conflict between the front office officer and the housekeeping manager.

(20 marks)

END OF EXAM PAPER