

FINAL
Examination Paper

(COVER PAGE)

Session : April 2017

Programme : Diploma In Business Management (DBM)

Course : WPSY1114 : Business Psychology

Date of Examination : July 30, 2017 (Sunday)

Time : 10:00 am – 12:00 pm Reading Time : Nil

Duration : 2Hours

Special Instructions :

Section A: Answer **ALL** Multiple Choice questions in the **OMR** sheet provided.

Section B: Answer **TWO (2)** out of **THREE (3)** question.

IMPORTANT NOTE : THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL

Material permitted : Non-programmable Calculator

Materials provided : OMR

Examiner(s) : Mr Ihsan Mahmood, Mr Chang Yaw Yun and Dr Sethela June Hamy Beries

Moderator : Ms Christina Rathy

This paper consists of 7 printed pages, including the cover page

DIPLOMA IN BUSINESS MANAGEMENT PROGRAMME (DBM)
WPSY1114 :BUSINESS PSYCHOLOGY
FINAL EXAMINATION: APRIL 2017 SESSION

Section A (50 marks)

Instructions: This section consists of **TWENTY FIVE (25)** questions. Answer **ALL** questions in the **OMR** sheet provided.

1. Which of the following issues is most central to the field of organizational behavior ?
 - A. ways to improve advertising of new product
 - B. ways to improve job satisfaction and performance among employees
 - C. creation of new strategy for organizational growth
 - D. design of new management information system

2. Forces affecting organizational behavior are :
 - A. People
 - B. Environment
 - C. Technology
 - D. All of the above

3. Which of the following is not a perceptual process stage :
 - A. attention /selection
 - B. interpretation
 - C. follow-through
 - D. retrieval

4. Which of the following is not a perceptual distortion ?
 - A. stereotype
 - B. the barnum effect
 - C. the halo effect
 - D. the contrast effect

5. It is during the _____ stage of group development that members begin to really come together as a coordinated unit.
 - A. storming
 - B. norming
 - C. performing
 - D. total integration

6. An effective group is defined as one that achieves high levels of task performance , member satisfaction and team _____
- A. viability
 - B. coordination
 - C. harmony
 - D. creativity
7. The term _____ represents the overall profile or combination of stable characteristics that capture the unique nature of a person
- A. perception
 - B. personality
 - C. values
 - D. behaviour
8. Which of the following statement is true concerning personality ?
- A. Personality is primarily determined by gender
 - B. Personality attributes are primarily determined by heredity.
 - C. Both heredity and environment are important, but some personality characteristics may be influenced more by one factor than the other.
 - D. None of the above represent the current thinking.
9. The extent to which people are imaginative, creative, curious and sensitive
- A. Openness to experience
 - B. Neuroticism
 - C. Conscientiousness
 - D. Extroversion
10. A personality dimension describing people who are courteous , good natured, empathic and caring .
- A. Extroversion
 - B. Agreeableness
 - C. Conscientiousness
 - D. Neuroticism
11. Which of the following is **NOT** one of the major workforce diversity ?
- A. Race
 - B. Gender
 - C. Lifestyle
 - D. Sexual Orientation

12. Which of the following is NOT true of values ?
- A. Everybody has them
 - B. They have little or no impact on behavior
 - C. They always have a behavioral impact
 - D. None of the above
13. _____ is the process by which individuals organize and interpret their sensory impressions.
- A. Perception
 - B. Intuition
 - C. Analysis
 - D. Bias
14. When we judge someone on the basis of our perception of the group to which he or she belongs, we are using the decision making technique of _____.
- A. Projection
 - B. Escalation of commitment
 - C. Self-fulfilling prophecy
 - D. Stereotyping
15. _____ advocated that humans are motivated by level of needs
- A. Herzberg
 - B. Mc Gregor
 - C. Maslow
 - D. Mayo
16. According to Herzberg , which of the following is a maintenance factor ?
- A. Salary
 - B. Work it self
 - C. Responsibility
 - D. Recognition
17. McGregor's Theory Y on motivation includes all of the following assumptions **EXCEPT** _____.
- A. employees are willing to take on responsibility
 - B. employees can be self-directed
 - C. employees enjoy meaningful work
 - D. most employees are not very creative

18. How are Herzberg's theory and Maslow's hierarchy of needs model most alike?
- A. The theories were developed at the same time, using similar source data.
 - B. Both theories highlight satisfaction and motivation at work
 - C. The role of hygiene factors in supporting organisational motivation was emphasised in both theories.
 - D. Herzberg's theory relates to the higher levels of Maslow's hierarchy.
19. Managers who hold McGregor's Theory X assumptions Informal group
- A. usually give their employees a lot of freedom
 - B. are likely to use a command and control approach
 - C. don't get along with Theory Y managers
 - D. generally do not give pay raises or promotions
20. Groups which are formed as the consequence of organizational structure and work division are known as:
- A. Informal group
 - B. Operational groups
 - C. Target groups.
 - D. Formal groups
21. Reasons for formation of groups include
- A. The provision of guidelines on generally acceptable behavior.
 - B. The provision of protection for its membership.
 - C. The performance of certain tasks which can be performed only through combined efforts of individuals working together.
 - D. All of the above
22. Which group development stages finds members being more tolerant of each other and accepting of the diverse perspectives and personalities that each member brings to the group?
- A. forming
 - B. storming
 - C. norming
 - D. performing

23. During this stage of team development, members may find that their initial expectations of the team are far different than the realities of trying to accomplish something together?
- A. forming
 - B. storming
 - C. norming
 - D. performing
24. All of the following are barriers to effective communication **EXCEPT** :
- A. Feedback
 - B. Mixed signal from sender
 - C. One way communication
 - D. Different interpretation of words
25. The five conflict management style orientations are:.
- A. Competing, accommodating, avoiding, collusion, and conflict.
 - B. Competing, accommodating, avoiding, competition, and compromising.
 - C. Competing, accommodating, avoiding, cooperation, and compromising.
 - D. Competing, accommodating, avoiding, collaborating, and compromising.

Section B (50 marks)

Instructions: This section consists of **THREE (3)** questions. Answer any **TWO (2)** questions in the answer booklet provided. All questions carry equal marks

Question 1

- (a) Explain **FOUR (4)** reasons how appreciation of Organizational Behavior can help a person become a better manager.
(12 marks)
- (b) Using examples, explain the **FOUR(4)** forces of organizational behavior.
(13 marks)

Question 2

- (a) Using examples, explain the **THREE (3)** challenges of managing a diverse workforce.
(15 marks)
- (b) Describe the **FIVE (5)** broad personality traits under The Big 5 Personality traitsmodel.
(10 marks)

Question 3

- (a) Explain any **THREE (3)** negative effect of conflict in organization.
(9 marks)
- (b) Using examples, explain any **FOUR (4)** conflict resolution style that can be used to solve conflicts.
(16 marks)

-THE END-

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