

**FINAL  
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session : April 2022

Programme : Diploma In Business Management Programme (DBM/DBMS)

Course : **WPSY1114: BUSINESS PSYCHOLOGY**

Date of Examination : 6<sup>th</sup> August 2022 (Saturday)

Time Start : 6th August 2022 (Saturday) @ 4:00PM

Time End : 7th August 2022 (Sunday) @ 4:00PM

Duration : 24 Hours

**Special Instructions :**

Answer ALL **FOUR (4)** questions.

Material permitted : Nil

Materials provided : Nil

Examiner(s) : **Brian John Dorai, Syed Izzaddin**

Chief Moderator : Ihsan Mahmood

*This paper consists of 3 printed pages, including the cover page*

DIPLOMA IN BUSINESS MANAGEMENT (DBM/DBMS)  
WPSY1114: BUSINESS PSYCHOLOGY  
FINAL ALTERNATIVE ASSESSMENT: APRIL 2022 SESSION  
DURATION: 24 HOURS

**Instructions:** Answer **ALL FOUR (4) questions**.

**Question 1**

You are a CEO of a company. Using your knowledge about the nature of people in the workplace, discuss FIVE initiatives that your company can take in order to help the company to grow as a people-oriented company. Please include real world examples to fortify your answer.

Your answer should not be more than 800 words.

**(25 marks)**

**Question 2**

**Case Study:**

Ariana, the manager at a car sales company walks into work today morning having a great day. She sits down at her work desk and takes a sip of her perfectly brewed coffee from a famous coffee shop. Today is her first day of the new quarter at work and she is excited to meet all her colleagues.

As she was about to start her day at work, one of her employees comes to work late. She called the employee to ask him for the reason that he was late. Instead of having a calm conversation with her, the employee started shouting at her and accusing her of not being understanding for why he was late.

Ariana's mood takes a sudden shift. She was happy and was having a great day after having coffee. However, when her employee verbally attacked her, and she did not know why he did so, she became upset. She was wondering what went wrong and she was concerned about her employee, so she called to ask him about the situation. However, he suddenly snapped at her and got angry with her.

Based on the scenario above and other relevant assumptions, explain how Ariana can rectify this issue. Provide your explanation with your understanding of the FIVE (5) Perception Distortions. Justify your answers with relevant examples.

Your answer should not be more than 800 words

**(25 marks)**

**Question 3**

- Maslow's Hierarchy of Needs Theory
- McGregor's Theory of X and Y
- Herzberg Motivation-Hygiene Theory

Kelvin has been working as a software engineer in a company for 15 years. He was always a hardworking employee. However in the last 3 years there has been a sharp decline. He said his company does not cater to his needs and started to rebel against the company by lowering his productivity. In his appraisal meeting with his supervisor, he said that the management does not care about their employees and hires and cuts employees as they wish, showing that employees are not recognized for their contributions. He is disappointed with his company at the moment. You are part of the human resource department, and he is sent to you for a short discussion.

Choose either one of the theories above and answer the following questions:

1. Using the chosen theory, explain how does the theory relate to the situation above? (12 marks)
2. How can a manager use an understanding of your chosen theory to motivate employees? Provide 2 initiatives. (10 marks)
3. Explain the limitations of the theory you have chosen. (3 marks)

Your answer should not be more than 800 words. (25 marks)

**Question 4**

- a) Describe the Big **FIVE (5)** Personality theory and its dimensions. Provide relevant real world examples for each type of behavior at the workplace. (15 marks)
- b) Explain **FIVE (5)** benefits of understanding employee personality at the workplace with real life examples. (10 marks)

Your answer should not be more than 800 words. (25 marks)

**~THE END~**