

**FINAL
ALTERNATIVE ASSESSMENT**

(Take Home)

Session : April 2021

Programme : Diploma In Business Management (DBM/DBMS)

Course : WPSY1114: BUSINESS PSYCHOLOGY

Date of Examination : 31st July 2021 – 1st August 2021

Time : 31/7@12pm- 1/8@12pm Reading Time: Nil

Duration : 24 hours

Special Instructions :

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

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

Materials permitted :
N/A

Materials provided :
N/A

Examiner (s) : Brian John Dorai, Claudine Shalani Kenel

Moderator : Cedric Choong

This paper consists of 5 printed pages, including the cover page.

DIPLOMA IN BUSINESS MANAGEMENT (DBM/DBMS)
WPSY1114: BUSINESS PSYCHOLOGY
FINAL ALTERNATIVE ASSESSMENT: APRIL 2021 SESSION
DURATION: 24 HOURS

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

Question 1 (25 marks)

Case Study:

Arora is an attractive female working in a cosmetics company in Malaysia. Arora has been promoted on a regular basis and is making a large salary for her age. Lately, a senior manager has been behaving inappropriately by flirting with her more and more and she knows from experience that the situation is escalating. Aurora has thought of getting a new job. She has confronted the senior manager to clearly inform him that she is not interested. Aurora even considered filing a formal complaint to the HR Department if the situation goes too far. Aurora feels alone in this situation; she does not know what to do. Her colleagues in her department knows what is happening she tried seeking for their help but they seem to not care. She feels that the company does not care about her as an employee and there are no proper policies implemented to protect employee's welfare and well-being.

Using your knowledge about the nature of people in the workplace, and the situation above, discuss **FOUR** initiatives that this company can take in order to help the company to grow as a people-oriented company. You may also use real world examples to fortify your answer.

Your answer should **not be more than 800 words**.

Question 2 (25 marks)

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, 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 (25 marks)

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

Case Study:

Melissa works at a movie studio doing graphic animation. Melissa handles the same graphic animation task repeatedly on a daily basis. The chances of promotion are small but Melissa demands a very high salary even though the work is becoming increasingly boring.

Melissa decided to meet her manager to discuss about her career pathway and her future in the company. During her meeting with her manager Mr. Smith, she was told that she should be happy as not everyone has the opportunity to do her job and on top of that earn high salary. Melissa is quite disappointed with her manager after the meeting.

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

1. Explain the theory that you have chosen. How does it relate to the situation above?
(12 marks)
2. How can a manager use an understanding of your chosen theory to motivate employees?
Provide **TWO (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.**

Question 4 (25 marks)

Case Study:

Scene 1: You are a kindergarten teacher. Today in class, you have assigned your students to illustrate their imagination of vehicles in the future. Once the students had completed their illustrations, you asked each of them to present their work in front of the class. One of your students drew a time travel machine. This caused the other students to laugh at that student, saying “No time travel machine is possible even in the future”. What should you do as the teacher to handle the situation?

Scene 2: You have a perfect relationship with your parents. They are understanding and are always open to listening to your opinion as their child. However, your parents have one flaw. They tend to be very emotional most of the time and you wish they could be more logical instead when it comes to making decisions. When you talk to your parents about their emotions in relation to you and give them a logical solution, misunderstanding tends to occur. What should you do in this situation?

Scene 3: You have 2 best friends, Jessica and Sharifah, Jessica is very social and love going out for parties and gatherings. Recently she had a 21st birthday bash and all of her friends showed up to her party. Everyone had a good time and enjoyed himself or herself. However, Sharifah is very quiet and loves reading, spending time at home and hanging out with you her only best friend. You are concerned about Sharifah as she does not have other friends besides you. Sharifah’s parents wanted to throw her a 21st birthday party as well, but when it came to deciding the guest list Sharifah could not decide who else to invite apart from you her best friend. What should you do in this situation?

Scene 4: You and your sister have always been sharing a room from a young age. You always keep your room neat and in order, you love to be organized and you do not like surprises. Your sister however is the opposite she is quite messy, likes to leave things everywhere. She is very creative and has many ideas when planning for outings her favourite is planning spontaneous trips. How can you and your sister still maintain a good relationship?

(a) Define Myers-Briggs Personality Traits. **(5 marks)**

(b) Explain which of the **FOUR (4)** Myer’s Brigg Personality Traits were demonstrated in the scenes above. Justify your answers with relevant examples.

Your answer for (a) and (b) should total to **not be more than 800 words** **(20 marks)**

~THE END~