



UTHM

Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2013/2014**

COURSE NAME : INDUSTRIAL PSYCHOLOGY
COURSE CODE : BPB 11402
PROGRAMME : 4 BPB
EXAMINATION DATE : JUNE 2014
DURATION : 2 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

Q1 You have been asked to lead a complex software project over the next year that requires the full-time involvement of approximately 100 people with diverse skills and backgrounds.

(a) Discuss how team size and team composition influence team effectiveness in this scenario. (10 marks)

(b) Identify **FIVE (5)** stages of team development in this scenario. (15 marks)

Q2 You have just being hired as a marketing manager of a multinational company manufacturing shoes. Your job mainly involved encouraging advertising and production groups to promote and manufacture shoes more effectively. These departments are not directly under your authority.

(a) Describe **TWO (2)** sources of power you could use to ensure that the advertising group would promote the products effectively. (10 marks)

(b) Discuss **THREE (3)** influence tactics that you could use to ensure that the production groups would manufacture the products effectively. (15 marks)

Q3 A few years ago, a clothing manufacturer was expanding rapidly, so the CEO hired several executives from large corporations. Unfortunately, the new executives clashed with the current executives regarding business strategy. The CEO explained: 'We ended up with an old team and a new team and they weren't on the same wavelength.'

(a) Discuss sources of conflict in this scenario. (15 marks)

(b) Describe **TWO (2)** strategies to minimize the conflict in the future. (10 marks)

Q4 Organizational culture consists of values and assumptions shared within an organization. It is very difficult to change and requires certain strategies.

(a) Identify **FOUR (4)** broad categories of artefacts with examples. (5 marks)

(b) Discuss **FOUR (4)** strategies for merging organizational cultures with examples. (10 marks)

-END OF QUESTION-

