



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2018/2019**

COURSE NAME : INDUSTRIAL PSYCHOLOGY
COURSE CODE : BPB 11402
PROGRAMME CODE : BPB / BPP
EXAMINATION DATE : DECEMBER 2018 / JANUARY 2019
DURATION : 2 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

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

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- Q1** Success of an organization depends on efficient and effective flow of communication among its members. Research suggest that effective organizational communication is linked to improved performance, job satisfaction and lower employee turnover.
- (a) Choose the best communication channel for discussing the strategic directions among top management personnel of your company with justification. (4 marks)
- (b) Describe the characteristics of **FIVE (5)** types of communication network with examples. (15 marks)
- (c) List **THREE (3)** strategies to increase upward flow of organizational communication. (6 marks)
- Q2** (a) According to Riggio (2013), leadership theories can be divided into three categories: Universalist theories, behavioral theories, and contingency theories. Compare focal differences of these categories of leadership theories. (15 marks)
- (b) Leadership effectiveness is dependent on the use of different types of power bases. Identify and rank these power bases from the strongest power base to the weakest power base. (10 marks)
- Q3** Elaborate **FIVE (5)** strategies to develop effective work teams and reduce group conflict with relevant examples. (25 marks)

Q4 Fairview Sdn Bhd. and Avent Sdn. Bhd. are considering a merger but unsure whether their two organizations will have a difficult time with clashing cultures. They perform a detailed diagnosis collecting and analysing the gathered data about the two merging companies. They identify a several overlapping values which they feel that they can effectively meld into a cohesive new culture.

(a) Recommend the best strategy to merge these two companies' cultures with justification.

(9 marks)

(b) Discuss **FOUR (4)** strategies for strengthening organisational culture of the newly merged company.

(16 marks)

- END OF QUESTIONS -

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