



**UTHM**

Universiti Tun Hussein Onn Malaysia

**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

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

COURSE NAME : ORGANIZATIONAL BEHAVIOR  
COURSE CODE : BPB 20503  
PROGRAMME : 2BPA  
EXAMINATION DATE : JUNE 2014  
DURATION : 2 HOURS 30 MINUTES  
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. (10 marks)
- (c) Explain the best communication channel most appropriate in this scenario to reduce miscommunication problem. (5 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 the sources of power you could use to ensure that the advertising group would promote the products effectively. (10 marks)
- (b) Describe influence tactics that you could use to ensure that the production groups would manufacture the products effectively. (10 marks)
- (c) Explain how you could minimize organizational politics. (5 marks)

**Q3** The CEO of a clothing manufacturer hired several executives from large corporations to help its expansion. 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 **TWO (2)** major sources of conflict in this scenario. (6 marks)
- (b) Describe **TWO (2)** strategies to minimize the conflict in the future. (6 marks)
- (c) Describe **FOUR (4)** organizational approaches to conflict management with examples. (13 marks)

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

- (a) Compare **FOUR (4)** strategies for merging organizational cultures. (20 marks)
- (b) Describe the importance of organizational culture. (5 marks)

**-END OF QUESTION-**

