**UNIVERSITI UTARA MALAYSIA**

**PEPERIKSAAN AKHIR SEMESTER KEDUA SESI 2008/2009**

**FINAL EXAMINATION SECOND SEMESTER 2008/2009 SESSION**

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<th>KOD / NAMA KURSUS</th>
<th>CCG 3113/KOMUNIKASI ORGANISASI / ORGANIZATIONAL COMMUNICATION</th>
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<td>TARikh</td>
<td>3 MEI 2009</td>
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<td>DATE</td>
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<tr>
<td>MASA</td>
<td>4.00 – 6.30 PM (2½ JAM/HOURS)</td>
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**ARAHAN:**

1. Buku soalan ini mengandungi **DUa (2) BAHAGIAN** iaitu **BAHAGIAN SATU (1)** dan **BAHAGIAN DUA (2)** dalam **EMPAT (4) halaman bercetak tidak termasuk kulit hadapan.**
2. Sila jawab **SEMUA** soalan di dalam kertas jawapan yang disediakan.

**INSTRUCTIONS:**

1. *This book script contains TWO (2) SECTIONS—ONE (1) and TWO (2) in FOUR (4) printed pages excluding the cover page.*
2. *Answer ALL the questions in the answer sheet provided.*

**NO. MATRIK :**

( dengan perkataan/in words )

( dengan angka/in numbers )

**NO. KAD PENGENALAN :**

*IDENTIFICATION CARD NO.*

**PENSYARAH : HASLINA BT. HALIM**

*LECTURER*

**KUMPULAN :**

*GROUP*

**NOMBOR MEJA :**

*TABLE NO.*

**JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIBERI ARAHAN**

*PLEASE DO NOT OPEN THIS QUESTION BOOKLET UNTIL THE INSTRUCTION IS GIVEN*
BAHAGIAN SATU/SECTION ONE (65 MARKAH/MARKS)


*Explain the theory of comparative advantage. Provide an example to describe the theory.*

(6 markah/marks)


*Describe how we can turn potential problems into advantages.*

(6 markah/marks)


*Scholars agree that those who experience powerlessness suffer in a variety of ways. Explain.*

(10 markah/marks)

4. Jelaskan kenapa perlakuan yang beretika itu penting.

*Explain why is ethical behavior important.*

(8 markah/marks)


*Differentiate risky shift and groupthink. Describe the symptoms of groupthink. Explain how its presence can cause decision making defects.*

(35 markah/marks)
BAHAGIAN DUA/SECTION TWO (35 MARKAH/MARKS)

Jawapan anda hendaklah berdasarkan kepada kajian kes di halaman 3.

Please answer your questions based on the case study provided on page 3.

1. Huraikan tekanan-tekanan yang wujud apabila kita ingin mengimbangi antara kehidupan peribadi dan professional seperti yang digambarkan di dalam kajian kes.

Describe the tensions involved in balancing one’s personal and professional life as portrayed in the case study.

(10 markah/marks)

2. Jika anda adalah Dariah, apakah perkara spesifik yang akan anda lakukan supaya anda lebih berupaya mengawal kehidupan anda dan berdepan dengan masalah yang berbangkit? Apakah bentuk-bentuk teknologi komunikasi yang boleh anda gunakan bagi membantu anda berdepan dengan keadaan ini secara efektif?

If you were Dariah, what specific things would you do to gain more control over your life and to deal with your growing problems? What communication technologies might you use to cope more effectively with this situation?

(15 markah/marks)

3. Sekiranya masalah yang dihadapi oleh Dariah tidak ditangani dengan baik, bagaimanakah ia mungkin memberikan kesan kepada kehidupan Dariah.

If Dariah doesn’t handle the problems well, how do you think that would affect her life?

(10 markah/marks)
CASE STUDY
“HOMEWORK”

Until recently, Dariah drove a delivery truck for United Parcel Services (UPS). However, after having her second child in four years, she found that the demands of her family made full-time employment impossible. Since UPS does not provide benefits to employees working less than full-time, part-time work was undesirable; the rising cost of day care for her children made any absence from home expensive. Dariah needed another way to make a living.

For extra income, Dariah and her husband, Roslan (a data-processing technician), had been doing data entry and analysis for some friends whose employee relations consulting firm conducted employee opinion surveys for their clients. Dariah approached her friends with a proposal: She would open her own business in her home, handle all of the survey data input and analysis for the consulting firm (which had been using another date-processing service occasionally as well), and take on any additional typing and report preparation the firm needed.

The friends agreed, and initially, the arrangement worked well. Dariah was able to care for her children during the day and enter survey data and type reports at night; Roslan would program the computer and run data analyses during his spare time on evenings and weekends. But as the consulting firm’s business expanded and the volume of work grew, some problems began to crop up:

- When one of the consulting firm’s clients had questions about the data entry or analysis procedures, the consultants would give them Dariah’s home telephone number and suggest they call her directly. She began receiving calls almost daily and often found herself answering the telephone with children screaming in the background—much to the puzzlement of the business-people on the other end of the line. She began to worry about the professionalism of her image.

- Other consulting firms learned about Dariah’s services and contacted her to request her assistance. Only after she had said yes too many times did she realize that she could not keep up with the demand.

- When Dariah’s neighbors learned that she was working at home, they asked if she would take care of their children as well, for a fee, of course. Sympathetic to the plight of working mothers, Dariah inevitably said yes. The background noise during telephone calls from clients grew.

- Despite the telephone calls, most of Dariah’s day was spent interacting with children aged four and under. She found that she miss having contact with adults.
Dariah liked the work she did, the time she spent with her children, the freedom to set her own schedule and not having to commute to work. But she also realized that something had to be done differently.

KERTAS SOALAN TAMAT

END OF QUESTION PAPER