

**FINAL EXAMINATION**

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)
HUMAN RESOURCE MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)
BACHELOR OF CORPORATE ADMINISTRATION (HONOURS)

COURSE	:	MANAGING CHANGE
COURSE CODE	:	MGT3433/MGT3063
DURATION	:	3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. This question paper consists of **FOUR (4)** questions.
2. Answer ALL questions in the Answer Booklet provided.
3. Please check to make sure that this examination pack consists of:
 - i. The Question Paper
 - ii. An Answer Booklet
4. Do not bring any material into the examination hall.
5. Please write your answer using permanent ink.

MYKAD / PASSPORT NO.**:****ID. NO.****:****LECTURER****:****SECTION****:**

DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

This question paper consists of 2 printed pages including the front page

LONG ESSAY

Instruction: Answer ALL questions.

1. A small bookstore embraced digital transformation by launching an online store and virtual events, reaching global readers and thriving in a digital age it once feared.

Explain **FIVE (5)** core capabilities for implementing digital transformation with an example of real practice for each.

(25 marks)

2. A company shifted from formal emails to real-time messaging and video calls. Communication became faster, more collaborative, and transparent, strengthening teamwork and bridging gaps across departments and remote locations.

Describe **FIVE (5)** approaches in the communication continuum in organizational change with an example of real practice for each.

(25 marks)

3. Change failures occur when planned organizational, technological, or strategic transformations do not achieve desired outcomes. They are often due to poor communication, lack of leadership support, resistance from employees, or inadequate planning and resources.

Discuss **FIVE (5)** actions to sustain in an organization. Provide example of real practice for each.

(25 marks)

4. An expert change manager led a seamless digital transition for a large corporation, using strategic planning, stakeholder engagement, and training, ensuring employees adapted smoothly while driving long-term success and innovation.

Elaborate on **FIVE (5)** advantages of being a change manager and provide an example of real practice for each.

(25 marks)

(TOTAL: 100 MARKS)

END OF QUESTION PAPER

