



UNIVERSITI KUALA LUMPUR  
INSTITUTE OF MEDICAL SCIENCE TECHNOLOGY

---

FINAL EXAMINATION  
MARCH 2025 SEMESTER

---

COURSE CODE : HRB30703  
COURSE TITLE : BEHAVIORAL BASED SAFETY  
PROGRAMME NAME : BACHELOR OF OCCUPATIONAL SAFETY & HEALTH (HONOURS)  
DATE : 26 JUNE 2025  
TIME : 2:00PM - 5:00PM  
DURATION : 3 HOURS



---

INSTRUCTIONS TO CANDIDATES

---

1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. This question paper consist of TWO sections.
4. Answer ALL questions for Section A.
5. Section B consist of four questions. Answer THREE (3) questions only.
6. Please write your answer on the answer booklet provided.
7. Please answer all questions in English only.
8. Please answer MCQ/EMQ questions using OMR sheet.  *Tick if applicable*
9. Refer to the attached Formula/ Appendies.  *Tick if applicable*

---

THERE ARE 7 PAGES OF QUESTIONS INCLUDING THIS PAGE

---



SECTION A (Total: 40 marks)

Answer ALL questions.

Please use the answer booklet provided.

Question 1

Answer the following questions.

- (a) Explain two (2) personal factors that may increase an individual's risk of harm in the workplace. Support each factor with a relevant example.

(4 marks)

- (b) Explain with example the proactive approach in Behavior Based Safety (BBS).

(6 marks)

Question 2

A safety assessment is a structured evaluation of an organization's current safety performance and the practices that influence it. It differs from a traditional safety audit.

- (a) Describe two (2) reasons why organizations conduct safety assessments.

(4 marks)

- (b) Explain three (3) main differences between a safety assessment and a traditional safety audit.

(6 marks)

**Question 3**

Behaviorism is a learning theory that suggests behavior can be measured, trained and modified. According to basic principles of behavioral psychology, all actions are learned responses to environmental stimuli. Analyze each of the following situations and determine whether it reflects classical conditioning or operant conditioning. Provide a clear explanation to justify your answer.

- (a) A worker consistently finishes projects because they feel it is part of their responsibility and daily routine.

(5 marks)

- (b) A worker consistently finishes projects in order to receive praise or promotions from their employer.

(5 marks)

**Question 4**

Behavior Based Safety (BBS) is founded on several key principles that are essential for the effective implementation of the program. One of the main goals of BBS is to promote a culture of safe behavior in the workplace through observation, feedback and positive reinforcement. Based on your understanding, clearly describe each of the following BBS principles:

- (a) Focus on positive consequences in shaping safe behavior.

(5 marks)

- (b) Apply the scientific method to enhance interventions.

(5 marks)

**SECTION B (Total: 60 marks)**

Answer **THREE (3)** questions only.

Please use the answer booklet provided.

**Question 1**

Answer the following questions.

- (a) On March 7, 2019, an environmental incident occurred at the Kim Kim River in Pasir Gudang, Johor, Malaysia, due to the illegal dumping of chemical waste. Based on this case, outline FIVE (5) significant impacts of the incident, providing relevant examples for each impact.

(10 marks)

- (b) Fundamental human aspects such as thoughts, attitudes and actions play a vital role in managing occupational safety and health. Discuss how poor interpersonal skills can contribute to the failure in establishing an effective safety culture at the workplace. In your answer, elaborate on the importance of interpersonal skills and their relationship with employee behavior, communication and leadership in the context of safety culture.

(10 marks)

**Question 2**

Students frequently encounter stress during their university studies, which can greatly influence their adherence to Behavior Based Safety (BBS) principles.

- (a) Identify five (5) common stressors faced by university students and analyze how each stressor may affect their compliance with behavior-based safety (BBS) practices.

(10 marks)

- (b) Propose five (5) effective strategies that universities can implement to help students manage stress and maintain consistent adherence to behavior based safety protocols.

(10 marks)

**Question 3**

Answer the following questions based on the safety mission statement in the figure below.

*Refer Below - Figure1 : Safety Mission Statement .*

## STAFF SAFETY MISSION STATEMENT

The University of Notre Dame Food Services is a hospitality organization dedicated to providing the Notre Dame community and guests with high quality foods and services while providing our staff with a safe work environment. A culture of workplace safety is the desired outcome of all training on both an individual and group level. It is incumbent that our leadership provides all employees with safety programs and other learning opportunities that will enhance this culture.

In our consistent pursuit of this mission, we are guided by the following values:

### EXCELLENCE

We will have a safety and health system which will minimize losses with an ultimate goal of a minimum amount of work related injuries and illnesses.

### MISSION

Maintaining a safe work environment is the top priority of the leadership of this organization and must be a personal goal of every employee.

### INTEGRITY

Each and every employee is strongly urged to make safety and health an integral part of their daily activities.

### TEAMWORK

Each employee is responsible for following all established safety procedures by accepting mutual responsibility to operate safely; we will contribute to the well being of one another and consequently the entire University.

### ACCOUNTABILITY

Our entire staff is responsible and accountable for leadership that will insure the success of the overall safety program, providing all resources, such as necessary training for an effective accident prevention program.

Figure 1: Safety Mission Statement

- (a) Identify the core values implied in the statement.

(5 marks)

- (b) Analyse the effectiveness of the statement in promoting a strong safety culture.

(3 marks)

- (c) Determine four (4) suggestions to enhance the clarity and impact of the statement.  
(12 marks)

**Question 4**

Every year, several states in Malaysia frequently face flood disasters that bring various adverse effects. This situation results in accidents causing injuries, loss of life, damage to property and human suffering.

- (a) Explain the key concepts of Behavior Based Safety (BBS) and how it can be applied to enhance safety during the flood season.  
(10 marks)
- (b) List five (5) safe behaviors that can be practiced by the community to reduce the risk of accidents and injuries during the flood season.  
(10 marks)

END OF EXAMINATION PAPER



