

**UNIVERSITI TEKNOLOGI MARA  
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY  
STUDIES**



**A STUDY ON THE DIVERSITY IN GROUP AND  
PERCEIVE GROUP PERFORMANCE:  
A CASE STUDY IN ASTRO TELEVISION NETWORK  
SYSTEM SDN BHD**

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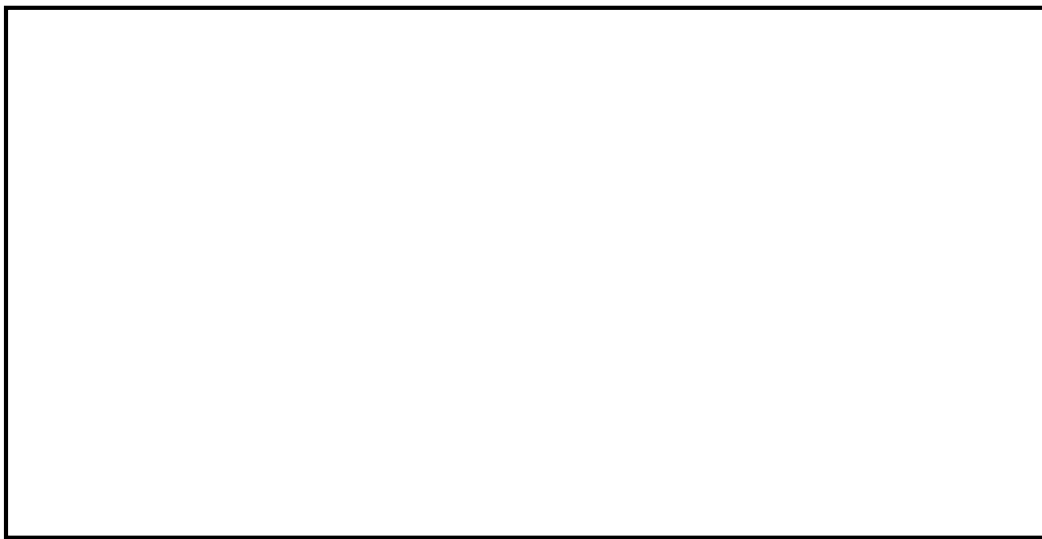
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**MARCH 2013 – DECEMBER 2013**

**Supervisor's Comments**

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**Moderator's Comments**

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**CLEARANCE FOR SUBMISSION OF THE RESEARCH REPORT BY THE  
SUPERVISOR**

Name of Supervisor : Prof. Madya Mohammad Nor B. Othman

Title of Research Report : A Study of the Diversity in Group and Perceive  
Group Performance: A Case Study in Astro  
Television Network System Sdn Bhd

Name of Student I : Najihah Binti Ahmad Bkhtiar

Name of Student II : Nur Elya Aina Bt Mohd Ridzuan

I have reviewed the final and complete research proposal and approve the submission of this report for evaluation.

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**PROF. MADYA MOHAMMAD NOR B. OTHMAN**

Date:

## THE DECLARATION

### Declaration

We hereby declare that the work contained in this research report is original and our own except those duly identified and recognized. If we are later found to have committed plagiarism or acts of academic dishonestly, action can be taken in accordance with UiTM's rules and academic regulations.

Signed

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## ABSTRACT

Diversity is often can be seen as one of the problems that happen in certain organization because of variety and difference of the employees either in term of the culture, demographic and knowledge. That's why, it also may affect to perceive of employees performance especially when they are working in a groups. This research paper study on the diversity in group and perceive group performance in Astro Television Network System Sdn Bhd which located at Jalan Tun Razak, Kuala Lumpur. Since this research is the quantitative researchers therefore, for about 100 questionnaires been distributed to the staffs at Activation Departments and selected as the sample size for this research. For this research paper also, the researchers is actually want to identify the relationship of culture, demographic and knowledge diversity towards perceive of group performances especially at Activation Department staffs in Astro. Therefore, based on the finding it is showed that those three diversities are actually having relationship towards perceive of group performance for the staffs. Therefore, it at the same time this study is actually had achieved to those three objectives that been set by the researchers on in order to identify those three diversities and their relationship with perceive of group performance at their work task. Based on the finding and recommendation that been done and given by the researchers it actually can give the organization itself on how to improved the issue on the diversity workforce that been practice in the organization since it actually can effect and influence towards perceive of group performance in the organization.