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**University Examinations 2015/2016**

THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE

DEGREE OF

BACHELOR OF COMMERCE

**BFB 3302: BEHAVIOURAL SCIENCE**

**DATE: AUGUST 2016 TIME: 2 HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two***questions.

**QUESTION ONE (30 MARKS)**

1. Giving examples, explain the following as methods of understanding behavior of people in organizations.
2. Experimental research (3 marks)
3. Archival research (3 marks)
4. Naturalistic observation (3 marks)
5. Cumulative research (3 marks)
6. Discuss the lessons manager can make from the cognitive theory (10 marks)
7. Discuss the constructive steps or method of managing frustrations of individual/employees within an organization. (8 marks)

**QUESTION TWO (20 MARKS)**

1. Explain the statement ‘Sensation comes before perception (6 marks)
2. Elucidate the importance of effective employees behavior within the organization (10 marks)
3. Elucidate various job attitudes (4 marks)

**QUESTION THREE (20 MARKS)**

1. Discuss how a manager can allocate roles/duties to employees within an organization based on personality types. (10 marks)
2. Giving practical examples, discuss how status would influence employees behavior within an organization. (10 marks)

**QUESTION FOUR (20 MARKS)**

1. Explain the operant conditioning theory by B.F Skinner (10 marks)
2. Giving examples, discuss how selective perception can influence behavior of employees within an organization. (10 marks)

**QUESTION FIVE (20 MARKS)**

1. Organizational change is an inevitable component of any organization at any particular point in time. Elucidate the possible behavioral outcomes in such organizations (10 marks)
2. Explain Engel-Kallat model of consumer behavior. (10 marks)