



MERU UNIVERSITY COLLEGE OF SCIENCE & TECHNOLOGY

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University Examinations 2011/2012

THIRD YEAR, FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF
BACHELOR OF COMMERCE AND YEAR THREE, SEMESTER TWO, BACHELOR OF
BUSINESS INFORMATION AND TECHNOLOGY.

HBC 2202: BEHAVIORAL SCIENCE

DATE: APRIL 2012

TIME: 2 HOURS

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

QUESTION ONE (30 MARKS)

- a. Giving examples, explain why people's perception of the same stimuli differ considerably. (10 Marks)
- b. How do attitudes affect behaviour of employees within an organization (10 Marks)
- c. Explain how effective communication enhances effective employees behaviour that is focused on co-ordinated role performance (10 Marks)

QUESTION TWO (20 MARKS)

- a. You are a manager in Machachari Company and you wish to ensure that employee's behaviour is in line with the organization expectations. Explain some of the social influences you can use to achieve your goal (10 Marks)
- b. Explain the following:
 - i. Type A personality (4 Marks)
 - ii. Introvert personality (3 Marks)
 - iii. Positive reinforcement (3 Marks)

QUESTIONS THREE (20 MARKS)

- a. Discuss the statement social leaning may positively or negatively influence an employees behaviour (10 Marks)
- b. Explain some of the cases of managers frustration at work place indicating some of the behavioural consequences resulting from such frustration (10 Marks)

QUESTION FOUR (20 MARKS)

- a. Describe Ivan Pavlov's Classical conditioning theory (12 Marks)
- b. Giving examples explain how description research can help a manager understand his employees behaviour (8 Marks)

QUESTION FIVE (20 MARKS)

- a. Discuss the factors that normally influence an individual's personality (10 Marks)
- b. Explain various ways a manager can change his employees attitude (10 Marks)