

**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2014/2015**

**YEAR 4 SEMESTER II EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE**

**HBC 2202: BEHAVIOURAL SCIENCE**

**DATE: AUGUST 2015 TIME: 2 HOURS**

**INSTRUCTIONS: Answer Question One and Any Other Two Questions**

**QUESTION ONE**

1. Explain the following concepts as applied in behavioural science:
2. Personality
3. Human sociability
4. Behavior (9marks)
5. Identify the five main personality or character traits. Explain how employers use them in recruiting employees. (8marks)
6. Compare and contrast the methods applied in the study of social and natural sciences. (10marks)
7. Define ethology as a branch of behavioral science (3marks)

**QUESTION TWO (20 marks)**

1. Discuss why competition overrides co-operation in human social behavior (10marks)
2. Explain why behavioral science as a field of study is closer to psychology than any other social science. (10marks)

**QUESTION THREE (20 marks)**

1. Discuss how personality is determined by environmental, cultural and social factors. (10marks)
2. Explain giving examples the aspects of man as a ‘social being’. (10marks)

**QUESTION FOUR (20 marks)**

1. Define;
2. Virtue
3. Vice (6marks)
4. Describe the appetitive, effective and intellectual behaviors of human beings. (14marks)

**QUESTION FIVE**

Identify the four types of intelligence. Discuss how they influence and affect human behavior. (20marks)