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**University Examinations 2014/2015**

THIRD YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR DEGREE OF BACHELOR OF COMMERCE

**BFB 3302: BEHAVIOURAL SCIENCE**

**DATE: OCTOBER 2015 TIME: 2 HOURS**

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

**QUESTION ONE (30 MARKS)**

1. Explain any five characteristics of scientific research (10 Marks)
2. Discuss naturalistic observation as a method of understanding employees behaviour. (10 Marks)
3. Elucidate major job attitudes. (10 Marks)

**QUESTION TWO (20 MARKS)**

1. Explain cognitive theory by Kotler indicating its relevance to today’s managers.(10 Marks)
2. Giving examples, explain the statement ‘behaviour is a function of its consequences’. (10 Marks)

**QUESTION THREE (20 MARKS)**

1. Elucidate any five types of personalities indicating where each of the person bearing such personality would work best in an organization. (10 Marks)
2. Discuss how conflict can cause frustration of an employee within an organization. (10 Marks)

**QUESTION FOUR (20 MARKS)**

1. Explain how norms influences employees behaviour in an organization (10 Marks)
2. Elucidate how internal factors would influence an individual perception of a stimulus. (10 Marks)

**QUESTION FIVE (20 MARKS)**

1. Discuss how coordination is central in structuring acceptable employees behaviour in an organization (10 Marks)
2. With reference to psycho-analytical theory by Signund Freud, explain the following:
3. Id (4 Marks)
4. The ego (3 Marks)
5. The superego (3 Marks)