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**University Examinations 2015/2016**

THIRD YEAR, FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION AND BACHELOR OF COMMERCE

**BFB 3302: BEHAVIOURAL SCIENCE**

**DATE: NOVEMBER 2015 TIME: 2HOURS**

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

**QUESTION ONE (30 MARKS)**

1. Discuss some of the scientific methods a manager can use to understand individual groups behavioural and employees in organization (10 Marks)
2. What are the differences between classical and operant conditioning theories (6 Marks)
3. Briefly discuss how subliminal perception can influence employees behaviour within an organization (4 Marks)
4. Discuss how a manager’s understanding of various types of personalities can influence his allocation of duties (10 Marks)

**QUESTION TWO (20 MARKS)**

1. Describe personality structure in terms of the interactions of ID, Ego and super Ego (10 Marks)
2. It is argued that attitude is not inherited. Discuss (6 Marks)
3. Discuss the contingencies of reinforcement that influence behaviour (4 Marks)

**QUESTION THREE (20 MARKS)**

1. Discuss Howard Shelth’s model of consumer behaviour to today’s managers (10 Marks)
2. Discuss diagnostic steps as a method of helping an employee who is frustrated (10 Marks)

**QUESTION FOUR (20 MARKS)**

1. Elucidate the goal of behavioural science (10 Marks)
2. Giving examples explain various ways that managers can use to group information received

from stimuli (10 Marks)

**QUESTION FIVE (20 MARKS)**

1. Discuss some of tactics of socral influence that managers can use to influence their subordinates behaviour in his/her favour. (10 Marks)
2. Discuss the moderating variables in the attitude – behaviour relationship (10 Marks)