

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2015/2016 ACADEMIC YEAR**

**THIRD YEAR** **FIRST SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES**

**BACHELOR OF SCIENCE IN COMMUNICATION & PUBLIC RELATIONS/JOURNALISM**

**COURSE CODE: CMM 312**

**COURSE TITLE: ORGANIZATIONAL                                  BEHAVIOUR II**

**DATE: 12TH SEPTEMBER, 2016 TIME: 11.00AM – 1.00PM**

**INSTRUCTIONS TO CANDIDATES**

Answerquestions **ONE** and any other **TWO.**

***This paper consists of 2 printed pages. Please turn over***

**Question One (30 Marks)**

**Organizational managers need to understand organizational behavior in order to propel their organizations to greater heights of prosperity.**

1. **Explain why this is important. (12 marks)**
2. **We can understand organizational behavior at various levels. Discuss the   significance of any three such levels to organizational management.      (12 marks)**
3. **Discuss the reciprocal relationship and mutual influence between an organization and its employees. (6 marks)**

**Question Two (20 marks)**

1. **Give a brief background of Maslow’s Needs Theory of personality. (5 marks)**
2. **Discuss the implications of this theory to organizational management. (15 marks)**

**Question Three (20 marks)**

1. **Differentiate between intrinsic and extrinsic aspects of motivation and show their relevance to organizational management. (6 marks)**
2. **The following theories can help us understand how employees perform their duties and why people behave the way they do in organizations. Explain how each of them operates:**
3. **The Incentive Theory (7 marks)**
4. **Vroom’s Valence x Expectancy Theory (7 marks)**

**Question Four (20 marks)**

**Discuss the relevance of any four components of culture in understanding the behaviour of members of an organization. (20 marks)**

**Question Five (20 marks)**

**Good communication habits can neutralize conflicts that may arise in the day to day operations of an organization. Explain how any four behavioural aspects can be a source of conflict in an organization. Show how you can use communication to mitigate such situations if and when they arise. (20 marks)**

**…….END……**