

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES**

**BACHELOR OF ARTS IN MASS COMMUNICATION /PUBLIC RELATIONS**

**COURSE CODE: CMM 312**

**COURSE TITLE:** ORGANIZATIONAL BEHAVIOUR II

**DATE: 6TH JULY, 2017 TIME: 0830 – 1030HRS**

**INSTRUCTIONS TO CANDIDATES**

* ***Answer question ONE (compulsory) and any other TWO questions.***
* ***Question one carries 30 marks***
* ***All other questions carry 20 marks***

**QUESTION** ONE

1. According to Attribution theory, there are FOUR frequently used shortcuts in judging others. Explain using relevant examples**. (10marks)**
2. Research has identified six universal emotions. Explain how any five of these basic emotions surface in the workplace. **(10marks)**
3. State any four key elements of Organizational Behaviour

**(10 marks)**

**QUESTION TWO**

Using relevant examples, discuss the benefits of creating a strong organizational learning culture

**(20marks)**

QUESTION THREE

In contemporary times, types of conflict which are easily identifiable are classified into four. Discuss. **(20marks)**

**QUESTION FOUR**

Top management holds the power to set the tone and play a key role in encouraging creativity and innovation in companies. Discuss the six areas that help in focusing on creativity & innovation through motivation

**(20 marks)**

**//END**