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**University Examinations 2016/2017**

 THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF

 COMMERCE & BUSINESS ADMINISTRATION

 **BFB 3302: BEHAVIOURAL SCIENCE**

 **DATE: DECEMBER 2016 TIME: 2HOURS**

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

**QUESTION ONE (30 MARKS)**

1. Giving examples discuss the goals of scientific research (10 marks)
2. Explain how subliminal perception can influence peoples behaviour (5 marks)
3. Discuss how the self theory of personality can influence employees behaviour in an organization (5 marks)
4. Discuss the relevance of operant conditioning theory to teoly’s managers (10 marks)

**QUESTION TWO (20 MARKS)**

1. As a human resource manager explain how your understanding of case study method would help you assist an employee that has attempted to commit suicide (10 marks)
2. Explain the relevant of engel kollat model of consumer behavior to today’s managers

(10 marks)

**QUESTION THREE (20 MARKS)**

1. Discuss the psycho-analytical theory of personality by sigmond freud. (12 marks)
2. As an employee in company XY elucidate how you would learn attitude from you model whom you admire (8 marks)

**QUESTION FOUR (20 MARKS)**

1. Elucidate some of the causes of employee flustructure in any organization indicating how you would use diagnostic steps to manage frustration 12 marks)
2. Mr kamau is a manager in a reputable manufacturing company that is based in Mombasa. Elucidate some of the factors that can influence his interpretation of perception as he undertakes his duties (8 marks)

**QUESTION FIVE (20 MARKS)**

1. Discuss the four major job attitude in an organization (12 marks)
2. Elucidate the importance of co-ordination in an organization (8 marks)