



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2013/2014

**SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH
INFORMATION TECHNOLOGY**

(CITY CAMPUS)

ABA 201: BEHAVIOURAL SCIENCE

Date: 26th November, 2013

Time: 5.30 – 7.30pm

INSTRUCTIONS:

- Attempt QUESTION ONE and any other TWO questions.
- Question one carries 30 marks and the rest 20 marks each.

QUESTION ONE (COMPULSORY)

- A) "Managers face the challenge of working with people who possess a multitude of individual characteristics, the more the managers understand these differences, the better they can work with others." To what extent do you agree with the statement? (10 marks)
- B) Mention and explain the sources of business ethical values. (8 marks)
- C) Capital out the differences between organizational behavior and behavioral science (6 marks)
- D) Discuss any three (3) types of social responsibility (6 marks)

QUESTION TWO

- A) One commonly quoted definition for the term management is "management is the act of getting things done through others" How far does motivation go into helping managers do their work? (10 marks)
- B) Discuss the "the Big Five" in personality model as explained in trait theory. (10 marks)

QUESTION THREE

Write short notes on the following:

- A) Corporate culture (5 marks)
- B) Learning theories (5 marks)
- C) Methods of managing stress (5 marks)
- D) Attitude (5 marks)

QUESTION FOUR

- A) Expound on the seven (7) steps followed by a manager to have an effective change. (14 marks)
- B) Discuss at least three methods that can be used to assess personality. (6 marks)

QUESTION FIVE

- A) Highlight any five (5) methods that can be used to overcome change. (10 marks)
- B) Highlight any Ten (10) methods suggested for managing stress. (10 marks)