



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2013/2014**

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

**(MAIN CAMPUS)**

**ABA 201: BEHAVIOURAL SCIENCE**

*Date: 26<sup>th</sup> November, 2013*

*Time: 11.00 a.m. - 1.00 p.m.*

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**INSTRUCTIONS:**

- **Answer Question ONE (COMPULSORY) and any other TWO questions.**
- **Question one carries 30 marks and the rest 20 marks each.**

### Question one (*compulsory*)

- a) Explain the unique role of psychology in the human resource management of an organisation. (10mks)
- b) Describe the business ethics that must be observed for the moral growth of enterprises. (10 mks)
- c) "Motivation means a process of stimulating people to action to accomplish desired goals". Describe the benefits of motivation in an organisation (10mrks)

### Question two

"If the scope of the job is very wide, then the manager will not be able to handle it properly. Therefore, scope of the job must be balanced and proper". In view of this describe the factors that might influence job designing (20 mks)

### Question three

- a) Explain the benefits of studying individual differences in an organisation. (10 mks)
- b) Describe how a human resource manager might initiate employee commitment among the workers.(10 mks)

### Question four

- a. Explain why a manager should understand fully the concept of personality in any organisational setup? (10 mks)
- b. Explain the major causes of stress of individuals in an organisation. (10 mks)

### Question five

Write brief notes on the following:

- i. conflict
- ii. Transformative Learning
- iii. Operant conditioning theory
- iv. Cross cultural (20 mks)