

**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

# **UNIVERSITY EXAMINATIONS 2014/2015**

**FOURTH YEAR SECOND SEMESTER AND SECOND YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS INFORMATION TECHNOLOGY AND BACHELOR OF COMMERCE**

**HBC 2202 : BEHAVIORAL SCIENCE**

**DATE: AUGUST 2014 TIME: 2 HOURS**

**INSTRUCTIONS:**

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**QUESTION ONE**

1. Discuss the bureaucratic theory by Max Weber and outline its importance, characteristics and criticism. [10 marks]
2. Discuss the theory “X” and “Y” assumptions in relation to today’s management. [10 marks]
3. (i) Communication flows in groups and team along pathways. Identify and explain the pathway and also suggest the kind of information sent in a university setting. [5 marks]

(ii) Communication is the life blood of an organization. Discuss. [5 marks]

**QUESTION TWO**

Discuss what you understand by the underlying concept of motivation, summarize

the main needs and expectations to be taken into account in considering the

motivation of people at work. [20 marks]

**QUESTION THREE**

1. Decision making is a process of reducing the differences between an actual

situation and the desired situation. Discuss [10 marks]

1. (i)What do you understand by the term knowledge management .[1 mark]

(ii) Successful knowledge management requires four learning competencies to manage knowledge flow in an organization. Explain. [4 marks]

(iii) Briefly discuss the social learning theory. [5 marks]

**QUESTION FOUR**

1. Identify and discuss the main elements explained in the human relations approach to management and give ways in which it influences managers thought process. [10 marks]
2. Discuss the features of transformational leadership. Give your examples of people you would regard as transformational leaders. [10 marks]

**QUESTION FIVE**

1. (i) Define the term attitude. [1 mark]

(ii) Unpleasant physiological state often exists when two cognitions are incompatible with one another. Discuss three basic ways in which dissonance can be resolved. [6 marks]

1. Briefly discuss Lewis Model of change. [8 marks]
2. Define the following [5 marks]
3. Halo effect
4. Absolute threshold
5. Stereotype
6. Fundamental attribution error
7. Self-serving bias.