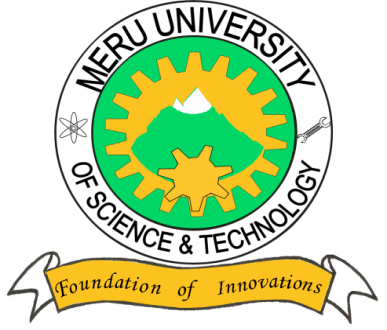
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**University Examinations 2014/2015**

THIRD YEAR, SPECIAL/SUPPLEMENTARY EXAMINATIONS FOR THE DEGREE OF BACHELOR OF COMMERCE.

**BBA 2301/HBC 2302: BEHAVIOURAL SCIENCE**

**DATE: JULY 2015 TIME: 2 HOURS**

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

**QUESTION ONE (30 MARKS)**

1. Sensation precedes perception. Discuss (7 marks)
2. Discuss classical conditioning theory indicating how it can influence individual behavior (8 marks)
3. Elucidate subliminal perception indicating its influence on individual behavior (8 marks)
4. To what extent would you say the personality of an individual is dynamic (7 marks)

**QUESTION TWO (20 MARKS)**

1. Explain how the following factors can cause frustrations in an organization (10 marks)
2. Privation
3. Deprivation
4. Conflict
5. Indicate how subjective reality and objective reality can influence a manager’s behavioural towards employees (10 marks)

**QUESTION THREE (20 MARKS)**

1. Explain the internal factors that influence perception (10 marks)
2. Illustrate the statement ”Behaviour Science is multi disciplinary”. (10 marks)

**QUESTION FOUR (20 MARKS)**

1. Explain the ego and super ego elements in sigmund Freud psycho-analytic theory (10 marks)
2. Explain the perceptual process in a person (10 marks)

**QUESTION FIVE (20 MARKS)**

1. Explain the variables that moderate attitude (10 marks)
2. Discuss Engel-Kollat black well model (10 marks)