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**University Examinations 2014/2015**

THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

THIRD YEAR SECOND SEMESTER EXAMINATION BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT AND BACHELOR OF BUSINESS INFORMATION TECHNOLOGY

**BFB 3202: BEHAVIOURAL SCIENCE**

**DATE: AUGUST 2015 TIME: 2HOURS**

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

**QUESTION ONE (30 MARKS)**

1. It has been noted that there are many suicidal deaths and suicidal attempts in organization XY. In view of that, discuss how the organization CEO can use description, explanation and prediction to give insight on this unfortunate scenario (10 Marks)
2. Explain how subliminal perception can influence an individual’s behaviour (5 Marks)
3. Discuss the relevance of Kohler’s cognitive theory to today’s managers (10 Marks)
4. Elucidate how a manger can use constructive steps to help a frustrated employee (5 Marks)

**QUESTION TWO (20 MARKS)**

1. Behaviour is a function of its consequences. In the light of this statement, demonstrate how this can be depicted among individuals in an organization (10 Marks)
2. Explain the type theory of personality (10 Marks)

**QUESTION THREE (20 MARKS**

1. It is argued that people may have differing perception of same stimulus. In view of this statement, elucidate the causes of variations in these perceptions (10 Marks)
2. Giving examples, discuss how attitude can influence individuals behaviour within an organization (10 Marks)

**QUESTION FOUR (20 MARKS)**

1. An individual’s status within an organization influences ones behaviour among other individuals within the organization. Discuss (10 Marks)
2. Elucidate the application of family decision making model in influencing employees behaviour within an organization (10 Marks)

**QUESTION FIVE (20 MARKS)**

1. An individual’s personality in dynamic. In the light of this statement, explain how an individual personality can be influenced by the environment (10 Marks)
2. Explain two sources from which attitude can be formed (10 Marks)