



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2017/2018

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

CITY CAMPUS

ABA 201: BEHAVIORAL SCIENCE

Date: 6th May 2018

Time 9.00 – 12.00pm

INSTRUCTIONS:

- Answer Question ONE and any other THREE questions.
- Question ONE carries 25 Marks and the rest 15 Marks each.



QUESTION 1

- a) Using Daniel Kartz Model, discuss the functions attitudes perform for us (10mks)
- b) According to Eric Berne people interact with one another from any one of three ego states. Examine the three states. (10mks)
- c) Explain the ways in which workers can be motivated at the workplace. (5 mks)

QUESTION 2

- a) Describe the big five personality traits (10mks)
- b) Discuss factors in the perceiver that interact in the perception process (5mks)

QUESTION 3

- a) Explain sources of values to members of an organization (10mks)
- b) How employees appraise the situation in order to assess whether they have the resources to cope is influenced by a number of factors. Explain these factors. (5mks)

QUESTION 4

- a) Explain the importance of leadership (10mks)
- b) Explain the approaches available for a manager would go about solving conflicts arising at the workplace. (5mks)

QUESTION 5

Discuss the causes of stress related to the following.

- i. Organizational practices.
- ii Relationships in workplace
- iii) Workplace Environment (15mks)

QUESTION 6

Behavioral science as a discipline draws from other disciplines. Explain this statement giving the disciplines related to Behavioral Science. (15mks)

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DEPARTMENT OF BUSINESS ADMINISTRATION OFFERS THE FOLLOWING COURSES:

Certificate in Business Administration, Diploma in Business Administration, Diploma in Sales and Marketing, Diploma in HRM, B. Sc in Marketing Management with IT, B.Sc in HRM with IT, B. Business Entrepreneurship with IT, B.A Business Studies with IT, B. Business Administration with IT (Marketing, Management, HRM, Entrepreneurship), MBA(Entrepreneurship, HRM, Marketing, Strategic Management), Msc HRM, Msc Entrepreneurship, PhD in Business Administration, PhD in Marketing, PhD in HRM, PhD in Entrepreneurship and PhD in Strategic Management

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