



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2017/2018

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE
DEGREE OF BACHELOR OF ARTS IN PSYCHOLOGY WITH
INFORMATION TECHNOLOGY**

CITY CAMPUS -REGULAR

APY 304: ORGANIZATIONAL PSYCHOLOGY

Date: 12th February, 2018

Time: 9.00 - 12.00pm

INSTRUCTIONS:

- Answer Question ONE in Section A and any other TWO in Section B.



SECTION A

- 1). a) what are the principals of Psychology which are used in Industrial Psychology (8Mks)
- b) Briefly describe the two approaches used by Industrial Psychology to solve Problems of productivity (6Mks)
- c) Briefly discuss the following dimensions in Organizational Psychology:
 - i. Job analysis (4Mks)
 - ii. Performance appraisal (4Mks)
 - iii. Job satisfaction (4Mks)

- iv. Work motivation (4Mks)

SECTION B

- 2)a) Explain why communication is important in the workplace (6Mks)
- b) Outline **six** factors that one should consider when selecting channels/media communication (6Mks)
- c) As an Industrial Psychologist discuss the hurdles that you may encounter while applying the discoveries theories or principles' in real life (8Mks)
- (3) (a) Illustrate the difference between Create culture (Entrepreneurial) and Collaborative culture (2Mks)
- b) Discuss Group behaviour and the elements that contribute to team effectiveness (18Mks)
- 4) a) Using clear examples describe five leadership styles (10Mks)
- b) Explain how selection of Employees is done and its importance to an organization (5Mks)
- c) Explain what is meant by Ergonomics, its goal and procedure in the work place (5Mks)
- 5) a) Explain how training helps an organizational psychologist to improve the skills of employees in the work place (10Mks)
- b) Examine the concepts of Organizational Culture in Organizational Psychology. (10Mks)