



The Co-operative University College of Kenya
(A Constituent College of Jomo Kenyatta University of Agriculture & Technology)

END OF SEMESTER EXAMINATION APRIL-2016

EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE
(YR III SEM I)

UNIT CODE: HBC 2302

UNIT TITLE: BEHAVIOURAL SCIENCE

DATE: 18TH APRIL, 2016

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Explain the importance of Pavlov's work, and describe how it might apply to an understanding of human health and well-being (10 marks)
- (b) Discuss the nature versus nurture debate in relation to personality development (4 marks)
- (c) Discuss TWO theories of emotion (8 marks)
- (d) Describe the FOUR cognitive factors that underline the social –cognitive theory (8 marks)

QUESTION TWO

- (a) Identify Freud's psychosexual stages of development, and describe the effects of fixation on behaviour (10 marks)
- (b) There are many ways that abnormality can be defined. Discuss (10 marks)

QUESTION THREE

- (a) List and explain FIVE reasons why are attracted to certain people and not others (10 marks)
- (b) Discuss the relevant factors which we need to take into consideration when we wish to build social harmony in society (10 marks)

QUESTION FOUR

- (a) Explain the benefits of studying behavioural science (10 marks)
- (b) Discuss the various perspectives used in the study of behavioural science (10 marks)

QUESTION FIVE

- (a) Discuss the stages in relationship formation (10 marks)
- (b) What is an attitude and what are its components? Why is it important to consider each of these components (10 marks)