



**THE CO-OPERATIVE UNIVERSITY OF KENYA**

**END OF SEMESTER EXAMINATION DECEMBER -2022**

**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE COMMUNITY  
DEVELOPMENT**

**UNIT CODE: BPYS 4213**

**UNIT TITLE: INDUSTRIAL PSYCHOLOGY**

**DATE: FRIDAY, 23<sup>RD</sup> DECEMBER, 2022**

**TIME: 2:00 PM – 4:00 PM**

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**INSTRUCTIONS:**

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

**QUESTION ONE**

- a) Define industrial psychology. **(4 Marks)**
- b) Explain the perspective of psychological approach as used to describe behaviors. **(4 Marks)**
- c) Differentiate between intrinsic and extrinsic motivation. **(4 Marks)**
- d) Define emotions and describe its role in behavior. **(4 Marks)**
- e) Explain any three barriers of communication in an organization. **(6 Marks)**
- f) Differentiate between eustress and distress. **(4 Marks)**
- g) Define social psychology. **(4 Marks)**

**QUESTION TWO**

Discuss the role of personality in an organization and its impact on work productivity and results. Give relevant examples. **(20 Marks)**

**QUESTION THREE**

- a) Discuss the four causes of conflicts in an organization. **(12 Marks)**
- b) Explain the four strategies which can be used for/in change management. **(8 Marks)**

**QUESTION FOUR**

- a) Explain any four models used in decision making in an organization. **(12 Marks)**
- b) Discuss any four factors which affects the mental health of community members. **(8 Marks)**

**QUESTION FIVE**

- a) Discuss the steps of negotiation in conflict resolution. **(10 Marks)**
- b) Explain social influence and its three concepts in relation to the persuasive effect people have on each other. **(10 Marks)**