



The Co-operative University of Kenya
END OF SEMESTER EXAMINATION AUGUST-2017
EXAMINATION FOR THE BACHELOR OF COMMERCE
UNIT CODE: HBC 2302
UNIT TITLE: BEHAVIOURAL SCIENCE

DATE: 4TH AUGUST, 2017

TIME: 2:00 PM – 4:00 PM

INSTRUCTIONS:

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

QUESTION ONE (30 MARKS)

- (a) Describe the meaning and nature of behavioral science. [6 Marks]
- (b) Discuss the importance of understanding the behavior of individuals to an organization. [6 Marks]
- (c) Discuss the various ways and techniques of reinforcing human behavior in an Organization. [8 Marks]
- (d) Human behavior is a factor of the individual's and an organization's environment. As human resource manager of your organization, explain to the management the psychological factors that shape the behavior of employees. [10 Marks]

QUESTION TWO

- (a) Behavioral Science is based upon key scientific assumptions and essential features that enable organizations rule out randomness for behavior. Discuss these assumptions and features that enhance applicability of behavioral science in organizations [10 Marks]
- (b) Discuss the contribution and role of informal relationships to an organization. [10 Marks]

QUESTION THREE

- a) Discuss the "Big Five" factors of [10 Marks]
- b) Discuss the various causes of abnormal behavior [10 Marks]

QUESTION FOUR

- 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)

QUESTION FIVE

- a) Explain the benefits of studying behavioral science (10 Marks)
- b) Discuss the various perspectives used in the study of behavioral science. (10 Marks)\