

The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER-2018

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

UNIT CODE: COCC 2301

UNIT TITLE: BEHAVIOURAL SCIENCE

DATE: DECEMBER, 2018

TIME:

INSTRUCTIONS:

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

QUESTION ONE

- (a) Team work has been viewed a fast vehicle to organizations success. Explain FIVE factors that may influence group performance (10 marks)
- (b) Identify and explain FIVE trends in current organizations (10 marks)
- (c) There are divergent views on what constitute motivation of employees. However, identify and explain FIVE classifications of motivation and show how the management may use them to influence performance (10 marks)

QUESTION TWO

- (a) By use of a well labeled diagram, explain the process of communication (10 marks)
- (b) Explain Maslow's hierarchy of needs mode and show how a manager can motivate her employees at each level (10 marks)

QUESTION THREE

- (a) Identify and explain FIVE major personality attributes that may influence employee behavior at her work place (10 marks)
- (b) Explain FIVE ways by which an organization can establish and build a successful culture (10 marks)

QUESTION FOUR

- (a) Decision making is an operational activity at all levels. Explain SIX steps involved while making decisions (12 marks)
- (b) Explain FOUR types of organizational structure (8 marks)

QUESTION FIVE

- (a) Employees are often quick to form an attitude about their work – place. Explain FIVE sources factors that may lead to job satisfaction (10 marks)
- (b) By identifying FIVE wider fabric of society in general which constitute the environment explain how an organization can manage them for success (10 marks)