



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

**END OF SEMESTER EXAMINATIONS APRIL - 2015**

**EXAMINATIONS FOR BACHELOR OF CO-OPERATIVE BUSINESS YEAR III**  
**SEMESTER II**

**UNIT CODE: HCOB XXXX**

**UNIT TITLE: INDUSTRIAL PSYCHOLOGY**

**DATE:** \_\_\_\_\_ **TIME:** \_\_\_\_\_

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**INSTRUCTIONS:**

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

**QUESTION ONE**

- Define and discuss the functions of industrial psychology (5 Marks)
- Differentiate between the functions of management and the levels of management as management is the heart of every successful organization (10 Marks)
- Erick Erickson provided an insightful description as to how personality developed based on his extensive experience in psychotherapy with adolescents. Identify the 8 phases of personality and development of individuals he came up with (10 Marks)
- Discuss Maslow's Hierarchy of needs (5 Marks)

**QUESTION TWO**

- As a manager, one has to come up with ways' to introduce change in an otherwise resistant environment. Discuss the 10-step strategy for introducing change (10 Marks)
- Work related stress is said to be increasing every day. Discuss the measures that individuals should take to cope with stress (10 Marks)

**QUESTION THREE**

- Rather than face intense frustrations, conflicts or feelings of unworthiness, people defend themselves by believing that there is nothing wrong. Discuss Sigmund Freud's defensive mechanisms (5 Marks)
- Self concept refers to how one views themselves, briefly discuss the self concept model, highlighting the domains and parts involved (10 Marks)

#### **QUESTION FOUR**

- a) Communication is of vital importance for any successful organization. By use of a diagram, discuss the communication process as used in Industrial psychology  
(10 Marks)
- b) Psychology has expanded dramatically. Discuss the modern approaches to psychology  
(10 Marks)

#### **QUESTION FIVE**

By use of relevant examples, differentiate between Maslows motivation theory and Mc Clelands APA theory  
(20 Marks)