



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND  
TECHNOLOGY**

**SCHOOL OF EDUCATION**

**UNIVERSITY EXAMINATION FOR DEGREE OF BACHELOR OF  
EDUCATION ARTS/SCIENCE/SNE WITH IT**

**COURSE CODE: PSY 311**

**COURSE TITLE: HUMAN BEHAVIOR AND LEARNING**

**3<sup>RD</sup> YEAR 2nd SEMESTER**

**REGULAR**

**JANUARY- APRIL, 2017**

**MAIN CAMPUS**

**DATE:**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

1. Answer question ONE (Compulsory) and any other TWO questions
2. Candidates are advised not to write on the question paper
3. Candidates must hand in their answer booklets to the invigilator while in the examination room.

1(a) Define the following terms:

i) Human behavior

ii) Learning

iii) Sensory system

iv) Perceptions

v) Thinking

(b). Identify FIVE major factors that affect human behavior and action (5mks)

(c). Define memory (1mk).

(d). Memory is processed in levels. Discuss (8mks).

(e). Piaget's theory of cognitive development outlines reasoning development in children. Discuss (6mks).

2(a). Explain FIVE learning elements in classical conditioning as used by Pavlov in his experiment (8mks).

(b). Describe Abraham Maslow's hierarchy of needs and how they influence human behavior and learning (7mks).

3(a). Explain the sequence of events for operant conditioning as used by BF Skinner and its rationale on learning (7mks).

(b). Explain FOUR guidelines on how you would use punishment appropriately to correct behavior (4mks)

(c). Briefly, discuss FOUR conditions under which learners learn better according to Kolb (4mks).

4(a). Differentiate between a theory and a model (4mks).

(b). Erik Erickson believes that there are a collection of social roles a person might play to mould behavior and learning. Discuss (16mks).

5(a).What is motivation? (3mks).

(b). Identify FOUR factors that enhance motivation (4mks).

(c). Discuss FOUR preventive classroom strategies that enhance learning and make classroom management effective (8mks).