



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS & ECONOMICS**  
**UNIVERSITY EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION**  
**2<sup>nd</sup> YEAR 1<sup>st</sup> SEMESTER 2018/2019 ACADEMIC YEAR**  
**MAIN CAMPUS**

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**COURSE CODE: ABA 201**

**COURSE TITLE: BEHAVIOURAL SCIENCE**

**EXAM VENUE:**

**DATE:**

**EXAM SESSION:**

**DURATION: 2 HOURS**

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**INSTRUCTIONS**

- 1. Answer QUESTION ONE and any other TWO questions**
- 2. Show all your workings.**
- 3. Candidates are advised not to write on the question paper**



### **QUESTION 1**

- a) With relevant examples, discuss the differences between classical conditioning and operant conditioning- (10Marks)
- b) Suggest the relevance of the study of behavioral science to management. (10 Marks)
- c) Explain any five factors that affect learning. (10 marks)

### **QUESTION 2**

- a) Give a brief explanation of the dimensions of the Big Five Model of personality. (10 marks)
- b) Discuss the difference between personality and character (5 marks)
- c) What features define the Conscious Incompetence stage of learning? (5 marks)

### **QUESTION3**

- a) Why is it possible for individual perception to be substantially different from objective reality? (10 Marks)
- b) Using relevant examples, explain the organization/influence stage of perception? (10 marks)

### **QUESTION 4**

- a) Explain equity theory and its relevance to motivation of human behavior (10 marks)
- b) Distinguish between socio-centric and existential values (4 Marks)
- c) With relevant examples, explain how values determine behavior. (6 marks)

### **QUESTION 5**

- a) With relevant examples, justify the extent to which attitudes to human behavior (10 marks)
- b) Explain any five reasons why stress levels vary across individuals (10 marks)

