

JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

UNIVERSITY EXAMINATION

UNIT CODE: ABA 201

UNIT TITLE: BEHAVIORAL SCIENCE

INSTRUCTIONS: Answer question **ONE (Compulsory)** and any other **TWO** questions

QUESTION ONE

- a) Explain any **THREE** outcome managers seek to achieve by practicing Behavioral Science Knowledge. (6 marks)
- b) Behavioral science knowledge is drawn from a number of disciplines (inter- disciplinary). Outline any **FOUR** such disciplines outlining the links. (12 marks)
- c) “Culture is intrinsic component of Behavior” Discuss (10 marks)

QUESTION TWO

- a) State aspects of motivation which are of concern (important) to senior and top management of an organization.
- b) Outline how the application of equity theory influences behavior of individuals in a business enterprise.

QUESTION THREE

- a) Explain the concept of “learning” (4 marks)
- b) With examples outline the effects of operant conditioning as a form of learning. (16 mark)

QUESTION FOUR

- a) Highlight the importance of appreciating diversity at work. (10 marks)
- b) State the effects of job enrichment on employee behavior. (10 marks)

QUESTION FIVE

- a) Explain any **FOUR** reasons why people join groups. (10 marks)
- b) Outline any **FIVE** sources of leadership power in an organization. (10 marks)