



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER-2016

EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE/ BACHELOR OF CO-OPERATIVES AND COMMUNITY DEVELOPMENT (BCOM YR III SEM I)

UNIT CODE: HBC 2302/ COCC 2301

UNIT TITLE: BEHAVIOURAL SCIENCE

DATE: 21ST DECEMBER, 2016

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

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

QUESTION ONE

- (a) Discuss the personality determinants in behavioural science (6 marks)
- (b) Differentiate between perception and personality (4 marks)
- (c) Explain the reasons as to why people see things differently (perception) (12 marks)

QUESTION TWO

- (a) An attitude is formed. Explain what this means (6 marks)
- (b) Describe the factors that affect learning (14 marks)

QUESTION THREE

- (a) Discuss the characteristics of organization culture (20 marks)

QUESTION FOUR

- (a) Group Cohesions is the degree to which the group stick together; there are a number of measures/factors that affect this to take place explain (10 marks)
- (b) Discuss how communication can be improved (10 marks)

QUESTION FIVE

- (a) Compare and contrast Herberg's hygiene theory with Maslow's Hierachy of needs theory of motivation (20 marks)