

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF PSYCHOLOGY

PSYC 223: BASICS OF INDUSTRIAL AND ORGANIZATIONAL PSYCHOLOGY

STREAMS: B. PSYCHOLOGY

TIME: 2 HOURS

DAY/DATE: MONDAY 29/03/2021

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- **Answer question one (1) and any other two in the answer booklet provided.**

- (a) Describe the two sides of industrial organizational psychology. (8 marks)
 - (b) Define the term industrial organizational psychology. (2 marks)
 - (c) Discuss any five key subject areas of industrial organizational psychology. (10 marks)
 - (d) Explain any five key human resource function in organization. (10 marks)
 - (a) Briefly examine communication process in an organization. (10 marks)
 - (b) Explain the five directions of the flow of communication in an organization. (10 marks)
 - (a) Distinguish between primary and secondary socialization. (2 marks)
 - (b) Evaluate the four stages of socialization through the life course. (8 marks)
 - (c) With the aid of a well-labelled diagram describe Abraham Maslow's hierarchy of needs. (10 marks)
 - (a) Analyze any five methods of conflict resolution by Kenneth and Ralph. (10 marks)
 - (b) Discuss the five public relations functions. (10 marks)
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