

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE
AND BACHELOR OF AGRIBUSINESS MANAGEMENT AND BACHELOR OF
COOPERATIVE MANAGEMENT**

BCOM 355: ORGANISATIONAL BEHAVIOUR

STREAMS: Y3S1

TIME: 2 HOURS

DAY/DATE: TUESDAY 17/04/2018

11.30 A.M – 1.30 P.M

INSTRUCTION:

- **Answer question one and any other two questions**
1. (a) Explain the contribution made by any five major behavioral science disciplines to understanding human behavior in business and management. [10marks]
(b) Explain the role played by informal groups in an organization. [10marks]
(c) Analyze Maslow's theory of motivation in understanding human behavior. [10marks]
 2. (a) Perception is the process by which individuals organize and interpret their sensory impression in order to give meaning to their environment. With relevant examples, discuss how the characteristics of both the perceiver and the perceived influence a person's perception. [10marks]
(b) An attitude is an evaluative statement or judgment concerning objectives, people or events. Examine the key functions of attitude. [10marks]
 3. (a) Explain the characteristics attributed to effective leaders in business organizations in Kenya. [10marks]
(b) Explain the reasons that make democratic leadership more appealing to employees than autocratic oriented leadership. [10marks]
 4. (a) Discuss the key factors that influence the development of corporate culture. [10marks]

(b) Explain the ways through which employee learn organizational culture. [10marks]
