



### UNIVERSITY EXAMINATIONS

#### EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF PSYCHOLOGY

#### PSYC 482: APPLICATION OF INDUSTRIAL PSYCHOLOGY

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 18/12/2024**

**2.30 P.M – 4.30 P.M**

#### INSTRUCTIONS:

Answer question one and any other two questions.

Do not write on the question paper.

#### QUESTION ONE

a. Define the following terms

i) industrial psychology. (2 marks)

ii) Organizational Psychology. (2 marks)

b. Distinguish between the following terms

i. Job evaluation and performance appraisal. (4 marks)

ii. Employee motivation and employee satisfaction. (4marks)

c) Using relevant examples, explain four objectives of job evaluation. (8 marks)

d) After being hired as a recruitment consultant of Mt Kenya Milk Ltd, you were to prepare the details of the recruitment process. Discuss five Types of Selection Measures you will consider, showing their relevance to the organization. (10marks)

#### QUESTION TWO

a) Describe four psychological effects of unemployment. (4 marks)

b) As a I/O Psychologist, describe three ways you would ensure there is Employee retention in your organization. (6marks)

c) Explain five scopes of industrial psychology (10 marks)

**QUESTION THREE**

- a) Citing relevant examples describe two types of conflict in an organization. (4marks)
- b) Discuss four Strategies of conflict resolution in an organization.  
(8marks)
- c) The employee's needs have been considered as functions of motivation by Maslow.  
Explain his approach to needs as functions of motivation (8 marks)

**QUESTION FOUR**

- a) Describe four facts of performance appraisals (4 marks)
  - b) Leadership effectiveness in an organization is influenced by four leadership styles.  
Discuss the three leadership styles (6 marks)
  - c) Your organization is carrying out a typical/commercial skills appraisal system. Prepare a checklist of five reasons for performance appraisal. (10 marks)
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