



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business and Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF COMMERCE

BHR 4202: INDUSTRIAL PSYCHOLOGY

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

This paper consists of Two printed pages

QUESTION 1 (Compulsory)

- a) Industrial Psychologists recognize that there is an inherent conflict between the needs of organizations and the needs of individuals. Organizations seek regularity and attempt to reduce human behaviour to predictable patterns. Humans on the other hand, do not take well to having their behaviour reduced to acts required by a job, preferring to add spontaneity and expression to the equation.

Required:

- i) Define the term industrial psychology. **(4 marks)**
 - ii) Discuss the characteristics of industrial psychology. **(8 marks)**
 - iii) Discuss the importance of industrial psychology to organizations. **(6 marks)**
- b) Describe the importance of industrial psychology on **TWO** human resource management functions. **(6 marks)**

- c) Discuss **TWO** aspects of productive behavior and their effect on organizational productivity. **(6 marks)**

QUESTION 2

- a) Describe **FOUR** major types of stress. **(12 marks)**
- b) Discuss the characteristics of people who possess high emotional intelligence. **(8 marks)**

QUESTION 3

- a) Write short notes on any **TWO** learning theories. **(8 marks)**
- b) Discuss **THREE** elements that are important and likely to affect the ultimate outcome of any negotiation process. **(12 marks)**

QUESTION 4

- a) Discuss **THREE** components described by Sigmund Freud which are very influential in understanding personality. **(6 marks)**
- b) Discuss any **FOUR** application areas of community psychology. **(8 marks)**
- c) Attitude plays an important role in employee performance. Discuss **THREE** components of attitude that impact the workplace. **(6 marks)**

QUESTION 5

- a) Critically review the contribution of Abraham Maslow and Fredrick Herzberg to theories of motivation. **(12 marks)**
- b) Explain the process of managing organizational change with the aid of Kurt Lewin's Model. **(8 marks)**