



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business and Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION

BHR 4400: INDUSTRIAL PSYCHOLOGY

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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 Three printed pages

QUESTION 1 (Compulsory)

- a) Write short notes on the following:
- i) Industrial psychology **(3 marks)**
 - ii) Community psychology **(3 marks)**
 - iii) Organizational change and Development **(4 marks)**
 - iv) Ergonomics **(4 marks)**
- b) “Given the emphasis on learning and change it makes more sense to talk of community psychologists developing skills, rather than attaining them in the sense of their being competencies that are either held or not”. In the height of this statement discuss the major skill domain of community psychology. **(8 marks)**
- c) The forces for change are everywhere in today’s highly competitive environment. Adaptiveness, flexibility and responsiveness are terms used to describe the organizations that will succeed in meeting the competitive challenges faced by business. Discuss any **FOUR** external forces of change. **(8 marks)**

QUESTION 2

- a) With reference to the following story, suggest an analysis using concepts and ideas from the psychodynamic approach. If you wish, you may also use another approach that you feel is relevant.

(10 marks)

“Allan had followed his father into the business but could not understand why. He hated doing accounts and he also hated engineering. It was strange, because his sister Suzy, who, like their mother, was a teacher, would have loved the business. Alan to admit that his wife was right he was depressed. He had even been to see an analyst, who talked about his early life and seemed very interested in his dreams! Alan was angry with the analyst and thought it had been a waste of time, so he was not sure whether he would go back”

- b) Define psychology of communication and discuss **THREE** advantages of informal communication to an organization.

(6 marks)

- c) Communication is a transaction in which man invents and assigns meanings to achieve its objectives. Discuss **TWO** components of human communication.

(4 marks)

QUESTION 3

- a) “A number of various theories attempt to describe employee motivation within the discipline of psychology. Most of these theories can be divided into the four broad categories of need-based, cognitive process, behavioral and job-based” Based on this statement:-

Discuss the application of Abraham Maslow’s Hierarchy of Needs (1943) as an explanation of how the work environment motivates employees.

(12 marks)

- b) Discuss the role of psychology in Human Resources Management.

(10 marks)

QUESTION 4

- a) Discuss **FIVE** guidelines which were postulated by Fredrick W. Taylor (1911) in applying scientific methods to the workplace which have a continuing influence today.

(10 marks)

- b) Contrast personnel psychology and engineering psychology.

(10 marks)

QUESTION 5

- a) “We are living in a very fast paced world where world where we need to do more and more in less time, we have many options to choose from the sometimes lack enough to achieve all our goals. All these conditions can lead to stress”. Based on this statement:-

Discuss **FOUR** types of conflict as a source of stress.

(8 marks)

- b) Explain **SIX** ways which can be used to manage stress in the 21st Century organization.

(12 marks)