



# TECHNICAL UNIVERSITY OF MOMBASA

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**SCHOOL OF BUSINESS  
BUSINESS DEPARTMENT  
UNIVERSITY EXAMINATION FOR:  
BACHELOR OF BUSINESS ADMINISTRATION  
BHR 4202: INDUSTRIAL PSYCHOLOGY  
END OF SEMESTER EXAMINATION  
SERIES: DECEMBER 2016  
TIME: TWO HOURS  
DATE: DECEMBER 2016 - EXAM B**

## **Instructions to Candidates**

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

This paper consists of **FIVE** questions. Attempt question **ONE (Compulsory)** and any other **TWO** questions

**Do not write on the question paper.**

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## **Question ONE**

**(30marks)**

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

### **Required**

- i) Discuss **THREE** types of conflict as a source of stress. (6marks)
  - ii) Explain **THREE** ways which can be used to manage stress in a 21<sup>st</sup> century organization.(6marks)
- b) Explain the **FOUR** major approaches Industrial psychologists employ to assist organizations in creating conditions conducive to high effort and effective performance. (10marks)
- c) Community psychology represents a new perspective for looking at the problems of everyday life, a paradigm shift. It recognizes that many of the problems people confront arise not from disturbances within their individual psyches, but from the failures of community systems to adequately socialize and support its citizens. Discuss any **FOUR** principles of Community Psychology.(8marks)

**Question TWO****(20marks)**

- a) Discuss the **THREE** elements that are important and likely to affect the ultimate outcome of any negotiation process.(6marks)
- b) Discuss **THREE** components described by Sigmund Freud which have been very influential in understanding personality. (6marks)
- c) Based on Trial and Error Learning Theory Explain **THREE** laws that were postulated by Thorndike.(8marks)

**Question THREE****(20marks)**

- a) Critically review the contributions of Maslow and Herzberg on theories of motivation. Explain their relevance to the new generation of workers.(10marks)
- b) “Effective negotiation is a skill like any skill that can be learned. In any organization an effective negotiation should end in an agreement that meets your goals and your employers.”Describe the **FOUR** stage process of negotiation.(10marks)

**Question FOUR****(20marks)**

- a) "Life is a tragedy for those who feel and a comedy for those who think." "*La Bruyere*". Based on this statement discuss **FIVE** Steps to critical thinking which relate to problem solving.(10marks)
- b) 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 businesses. Discuss any **FOUR** external forces of change.(10marks)

**Question FIVE****(20 marks)**

- a) Communication is a transaction in which man invents and assigns meanings to achieve its objectives.

**Required**

- i. Discuss **TWO** components of human communication.(4marks)
  - ii. Explain the advantages of informal communication to an organization(6marks)
- b) Discuss **FIVE** guidelines which were postulated by Taylor in applying scientific methods to the workplace which have a continuing influence today.(10marks)