



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

**BACHELOR OF COMMERCE/ BACHELOR OF BUSINESS
ADMINISTRATION**

BHR 4202: INDUSTRIAL PSYCHOLOGY

END OF SEMESTER EXAMINATION

SERIES:AUGUST2019

TIME:2HOURS

DATE:Pick DateAug2019

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.

QUESTION ONE [COMPULSORY][30 MARKS]

- (a) Explain five determinants of personality development [5 marks]
- (b) Briefly explain five organizational development interventions or techniques [5 marks]
- (c) Explain five characteristics of stress [5 marks]
- (d) Explain five main areas that industrial psychologists work on in an organization. [5 marks]
- (e) Explain five key elements of the communication process. [5 marks]
- (f) Explain five reasons why employees resist change in an organization [5 marks]

QUESTION TWO [20 MARKS]

Discuss using relevant examples, ten strategies that a manager can employ to resolve conflicts among groups and individuals in an organization.

QUESTION THREE [20 MARKS]

- (a) Explain the main features of organizational development [10 marks]
- (b) Explain the benefits that a successful organizational development programme offers to an organization [10 marks]

QUESTION FOUR [20 MARKS]

Discuss the characteristics of demotivated employees and the factors that can motivate employees in an organization.

QUESTION FIVE [20 MARKS]

Discuss Sigmund Freud's contribution to the understanding of personality.