



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION

BHR 4422: INDUSTRIAL PSYCHOLOGY

END OF SEMESTER EXAMINATIONS

SERIES: AUGUST 2013

TIME: 2 HOURS

INSTRUCTIONS:

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.
This paper consists of Two printed pages
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QUESTION 1 (Compulsory)

- a) Define the following terms
- i) Ergonomics (2marks)
 - ii) Community psychology (2marks)
 - iii) Industrial psychology (2marks)
- b) Describe the characteristics of industrial psychology (8marks)
- c) Negotiations are a tool of conflict management . Explain the following approaches to negotiations.
- i) Win –win negotiation (3marks)
 - ii) Win-lose negotiation (3marks)
- d) What are the main thrusts of the following theories of motivation?
- i) Maslow’s Hierarchy of needs (2marks)
 - ii) Goal setting (2marks)
 - iii) Motivation –Hygiene Theory (2marks)
- e) As a manager, explain how you could influence workers behaviour through:
- i) Positive Reinforcement (2marks)
 - ii) Negative Reinforcement (2marks)

QUESTION 2

- a) Describe the major factors that contribute to occupational stress. **(12marks)**
- b) Describe the organizational strategies for managing stress. **(8marks)**

QUESTION 3

- a) Describe the four communication paradigms **(12marks)**
- b) Explain the following barriers in communication.
 - i) Semantic barriers **(4marks)**
 - ii) Feedback barriers **(4marks)**

QUESTION 4

- a) Describe the following human resource management functions and explain how industrial psychology influences their activities.
 - i) Personal recruitment and selection **(4marks)**
 - ii) Performance appraisal/management **(4marks)**
- b) Describe production behavior and explain three different forms of productive behaviour that industrial psychologists frequently evaluate in organizations. **(12marks)**

QUESTION 5

- a) Describe the behaviorist approach to behaviour modification with classical conditioning as an example. **(10marks)**
- b) According to sigmond frend, a person's psyche consists of the id the ego and the super ego. Explain the roles of each one in modifying or determining the behaviour of an individual. **(10marks)**