



GARISSA UNIVERSITY

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR FOUR
FIRST SEMESTER EXAMINATION**

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 464

COURSE TITLE: INDUSTRIAL PSYCHOLOGY

EXAMINATION DURATION: 3 HOURS

DATE: 07/12/17

TIME: 2.00-5.00 PM

INSTRUCTION TO CANDIDATES

- The examination has SIX (6) questions
- Question ONE (1) is COMPULSORY
- Choose any other THREE (3) questions from the remaining FIVE (5) questions
- Use sketch diagrams to illustrate your answer whenever necessary
- Do not carry mobile phones or any other written materials in examination room
- Do not write on this paper

This paper consists of TWO (2) printed pages

please turn over



QUESTION ONE (COMPULSORY)

- (a) Define the term and origin of industrial psychology. [4 Marks]
- (b) Define the following:-
 - i. Physiological Psychology [1 Mark]
 - ii. Cognitive Psychology [1 Mark]
 - iii. Development Psychology [1 Mark]
 - iv. Social Psychology [1 Mark]
 - v. Personality Psychology [1 Mark]
- (c) Briefly explain our major applications of industrial psychology at work. [8 Marks]
- (d) Define personality and identify various factors that influence individual personality [6 Marks]
- (e) Identify the difference between personality, attitude and perception. [3 Marks]
- (f) Outline the applicability of introversion and extroversion behavior patterns to specific jobs in an organization. [4 Marks]
- (g) List the two types of work stress and their potential sources [5 Marks]

QUESTION TWO

- (a) Explain the sources of individual attitudes [3 Marks]
- (b) Discuss why people perceive things differently in an organization [8 Marks]
- (c) Outline functions of individual attitudes [4 Marks]

QUESTION

- (a) Identify the various tools used by an organization to increase Job satisfaction [4 Marks]
- (b) Explain the organizational factors that influence employee job satisfaction. [5 Marks]
- (c) Outline the importance of job satisfaction in an organization. [6 Marks]

QUESTION FOURS

- (a) Outline steps undertaken to ensure proper skill utilization and employee performance is achieved in an organization. [9 Marks]
- (b) Discuss the implications of a stressed workforce in an organization . [6 Marks]

QUESTION FIVE

- (a) Explain the nature and characteristics of a psychological contract [5 Marks]
- (b) Explain the significance of a psychological contract to employees in an organization [6 Marks]
- (c) Outline steps undertaken to form a positive psychological contract. [4 Marks]

QUESTION SIX

- (a) Define the term work life balance and state its relationship with wellbeing. [2 Marks]
- (b) Discuss how an organization can develop and maintain a work-life balance for its employees. [10 Marks]
- (c) List the benefits of employee work-life balance to an employee. [3 Marks]

