



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2007/2008

INSTITUTE OF OPEN LEARNING

EXAMINATION FOR THE DEGREE OF MASTER OF EDUCATION IN
GUIDANCE AND COUNSELLING.

EGE 516 ORGANISATIONAL PSYCHOLOGY

DATE: Monday 7th July, 2008

TIME: 9.00 a.m. – 12.00 Noon.

INSTRUCTIONS

The paper has five questions. Attempt three questions. Question one is compulsory attempt any other two questions.

Question One

- (a) Define the concept industrial psychology. In your answer bring out the key focus areas of the field. (6 marks)
- (b) Explain the concept 'job analysis' highlighting any three key components of job analysis. (6 marks)
- (c) Discuss the following concepts as they related to the groups in your place of work.
 - (i) Group cohesiveness
 - (ii) Informal groups (6 marks)
- (d) Describe the following components of attitudes. In your description highlight how each component influences people at work.
 - (i) Behavioural component
 - (ii) Affective component. (6 marks)
- (e) Explain the factors that would lead to attitude change. In your answer focus on the communicator and the message. (6 marks)

Question Two

- (a) Explain the concept motivation relating it to work conditions. (6 marks)
- (b) Discuss how your employer could benefit from workers if he used the following two theories to motivate them.
 - (i) The reinforcement theory
 - (ii) Goal setting theory. (8 marks)
- (c) Describe how the organization you work for would apply the concept “job enrichment”. (6 marks)

Question Three

- (a) Define the concept ‘worker stress’. In your definition bring out the personal and environmental contexts of stress. (6 marks)
- (b) Discuss the following factors as they operate to cause worker stress.
 - (i) Stressful occupations
 - (ii) Work task stressors
 - (iii) Work role stressors. (6 marks)
- (c) Discuss how you would advise the following parties to deal with organizational stress.
 - (i) The individual worker
 - (ii) The organization. (8 marks)

Question Four

- (a) Define the term communication highlighting three important concept in the definition. (6 marks)
- (b) Explain the benefits and the disadvantages of the following channels of communication.
 - (i) Face-to-face
 - (ii) Memorandum
 - (iii) Telephone (6 marks)
- (c) Describe how your organization handles the following types of communication flow.

- (i) Downward communication
- (ii) Upward communication (8 marks)

Question Five

- (a) Give a comprehensive definition of the term ‘readership.’ (6 marks)
- (b) Discuss the following theories of readership.
 - (i) The great man theory
 - (ii) The trait theory.
- (c) Compare and contrast the transational and the transformational leadership. (6 marks)