



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2018/2019

**SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
COMMERCE**

BHM 422: INDUSTRIAL PSYCHOLOGY

DATE: MONDAY 1ST APRIL 2019

TIME: 8.00 A.M - 10.00 A.M.

INSTRUCTION: Answer question ONE and any other TWO questions.

Question one

- (a) What is industrial psychology? Give examples. (3 marks)
- (b) Explain four roles that an industrial psychologist is likely to play in an organization. (4 marks)
- (c) Discuss five importance of theories of personality in motivating employees to work hard. (5 marks)
- (d) Describe the practical application of industrial psychology in the workplace of your choice. (10 marks)
- (e) Explain four conflict management strategies. (4 marks)
- (f) Explain four importance to an organization, of a psychologically well adjusted employee. (4 marks)

Question two

- (a) Explain four psychological barriers to communication in a work place. (4 marks)
- (b) Explain four ways in which a manager can overcome psychological barriers in (2) above. (4 marks)
- (c) Discuss six ways in which human motivation is important to an organization. (12 marks)

Question three

- (a) Explain five possible sources of stress in the organization. 5 marks)
- (b) Explain five effects of employee stress in the organization. (5 marks)
- (c) Discuss five strategies that organizations can adopt in order to minimize employee stress. (10 marks)

Question four

- (a) Explain four factors that facilitate social behaviour. (4 marks)
- (b) explain four relationships between personality and social behaviour. (4 marks)
- (c) Discuss six ways in which a manager can deal with employees with or are developing dysfunctional behaviour. (12 marks)
