



**THE CATHOLIC UNIVERSITY OF EASTERN AFRICA**  
**A. M. E. C. E. A**

**GABA CAMPUS - ELDORET**

**MAIN EXAMINATION**

**JANUARY – APRIL 2023 TRIMESTER**

**SCHOOL OF BUSINESS**

**ORDINARY DIPLOMA IN BUSINESS MANAGEMENT**

**DEPARTMENT OF MARKETING AND MANAGEMENT**

**CMD 081: BEHAVIORAL SCIENCE FOR BUSINESS**

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<b>Date: April 2023</b>	<b>Duration: 2 Hours</b>
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<b>Instructions: Answer Question ONE and any other TWO questions</b>
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**Q1.**

- i) Define the following terms
  - a) Perception **(2 Marks)**
  - b) Psychology **(2 Marks)**
  - c) Sociology **(2 Marks)**
  - d) Stratification **(2 Marks)**
- ii) Differentiate between Beliefs and Values **(2 Marks)**
- iii) Identify FIVE characteristics of effective teams **(5 Marks)**
- iv) Explain the Kurt Lewins field theory on the foundations of individual behavior **(5 Marks)**
- v) Explain briefly the concept of human nature **(5 Marks)**
- vi) Illustrate the Maslow's motivation theory **(5 Marks)**

**Q2.**

- a) Explain FOUR theoretical approaches that maintain behavior and mental process **(8 Marks)**
- b) Define the word sanguine as used in personality **(2 Marks)**
- c) Explain FIVE factors influencing perception **(10 Marks)**

**Q3.**

- a) Explain the FOUR major perspectives on personality **(8 Marks)**

b) Write down the vision of Catholic University of Eastern Africa

**(2 Marks)**

c) Explain FIVE sources of conflict

**(10 Marks)**

**Q4.**

a) Explain any FIVE types of personality

**(10 Marks)**

b) Explain the VAKOG CYCLE as used in attitude change

**(10 Marks)**

**Q5.**

a) Explain the concept of classical conditioning and operant theory

**(10 Marks)**

b) Explain by illustrating the concept of learning process

**(10 Marks)**

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