



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

**A. M. E. C. E. A**

**MAIN EXAMINATION**

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**AUGUST - DECEMBER 2018 TRIMESTER**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING AND MANAGEMENT**

**REGULAR / ODEL PROGRAMME**

**CMH 321: INDUSTRIAL PSYCHOLOGY**

**Date: DECEMBER 2018**

**Duration: 2 Hours**

**INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions**

Q1. Answer the following questions on industrial psychology concepts and decisions:

- a) What does industrial/organizational psychology study? Distinguish between industrial psychology and organizational psychology. **(6 marks)**
- b) Industrial/organizational psychology makes extensive use of research. Why is that? Explain what we achieve from it. **(6 marks)**
- c) There are two major sources of recruitment: inside and outside sources. First, what are the inside and outside sources of recruitment? And what is the general conclusion of the research-based evaluation of the two sources? Do the employees recruited through inside sources perform better or worse than those from the outside sources? Explain. **(6 marks)**
- d) Interviews can be “unstructured” (traditional), or structured interviews. What is their difference? Which one yields better results? Why? Explain. **(6 marks)**
- e) We use references and testing to select the best candidates for the job. What are the limitations of references? What kind of testing would you use if you are hiring an accountant for your organization? Explain. **(6 marks)**

Q2. About performance evaluation and training & development, answer the following:

- a) What is employees' performance evaluation? What does it contribute to the organization? Explain. **(5 marks)**
- b) If you were the manager, how would you communicate the performance evaluation to your employees? Explain. **(5 marks)**
- c) How do you develop a training program? Explain the basic steps you need to follow. **(5 marks)**
- d) How can you evaluate the training results? Explain **(5 marks)**

Q3. Regarding employees motivation and employees satisfaction & commitment, answer the following:

- a) Distinguish between Maslow's Needs Hierarchy and Alderfer's ERG Theory. How would these theories help you motivate employees? Discuss it. **(5 marks)**
- b) When we say "reward employees for achieving goals", what do we exactly mean? Why do we need to do it? Explain by giving your own examples. **(5 marks)**
- c) Which measures of job satisfaction is best? Why? Explain. **(5 marks)**
- d) What makes employees to be satisfied and committed to their jobs? Explain by giving examples. **(5 marks)**

Q4. Regarding organizational communication and leadership, explain the following:

- a) Why do we say that listening effectiveness of people in general is poor? What can be done to increase listening effectiveness? Explain using the **Attitudinal Listening Profile** (leisure, inclusive, stylistic, technical, empathic, and nonconforming). **(10 marks)**
- b) What is rumor? And what is the best way to stop a rumor? Explain. **(5 marks)**
- c) Distinguish leadership through power and leadership through vision. **(5 marks)**

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