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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATIONS, 2024/2025 ACADEMIC YEAR
END OF SEMESTER EXAMINATIONS
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS INFORMATION TECHNOLOGY)

KBA 2315 ORGANIZATIONAL BEHAVIOUR

Date: August 15, 2024
Time: 11:30am -1:30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION 1 COMPULSORY (30 MARKS)

Changing Times at KWUTV

KWUTV has been undergoing significant changes in the past few years leading to an independent review in 2023 which found that there were some “serious failings in the KWUTV’s culture and its systems of communication, management and investigation” with concerns around bullying and harassment or staff complaints not being addressed. Apart from this, there have also been criticisms about the pay and gender gap between staff. The organization had a new Director General in 2020 who has spearheaded, via the HR department, large scale re- organisation, leading to the development of a culture which now sees people coming to work and wanting to do the best they can.

- a) Analyse the influence of culture, politics and power on the behaviour of others in an organisational context (8 Marks)
- b) Evaluate how to motivate individuals and teams to achieve a goal (7 Marks)
- c) Describe the factors that the HR should consider in order to increase the organizational productivity (8 Marks)
- d) Discuss the importance organization culture that will lead help in achieving the organization objectives. (7 Marks)

QUESTION TWO (20 MARKS)

- (a) Attitude is a complex cognitive process but can be characterized in many ways. Explain the various functions of attitude (6 Marks)
- (b) Job satisfaction is a pleasurable or positive emotional state resulting from the appraisal of one’s job or job experience. It is a result of employee’s perception of how well their job provides those things which are reviewed as important. Analyze the sources job satisfaction (8 Marks)
- (c) Distinguish between Theory X and Theory Y (6 Marks)

QUESTION THREE (20 MARKS)

- (a) Learning brings about permanent changes in behaviour or attitudes and it also makes human beings become aware of themselves and the environment. Explain the factors that affect learning within an organization. (5 Marks)
- (b) Describe FOUR characteristics of organizational culture (8 Marks)
- (c) Learning is a relatively permanent change in behavior that occurs as a result of experience. Since most human behavior is learned, an understanding of the principles and process of learning helps in understanding behavior as well as changing, controlling and directing human behavior as may be desired. Assess the principles of learning in reference to the statement above. (7 Marks)

QUESTION FOUR (20 MARKS)

- (a) Analyze the organizational strategies for managing stress (7 Marks)
- (b) Analyze the various stages of group development within an organization. (7 Marks)
- (c) Explain the six basic steps involved in the decision-making process. (6 Marks)

QUESTION FIVE (20 MARKS)

- (a) Power means the capacity of individuals to overcome resistance on the part of others, to exert their will and to produce results, consistent with their interests and objectives. Evaluate the different bases of power (5 Marks)
- (b) Explain the different styles of leadership that may influence people in a society. (8 Marks)
- (c) Evaluate the factors that may trigger change within an organization (7 Marks)