

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

2ND SEMESTER 2023/2024 ACADEMIC YEAR

**THIRD YEAR EXAMINATION FOR THE DEGREE OF
BACHELOR OF COMMERCE**

BCOM 321: ORGANISATION BEHAVIOUR

STREAM:

TIME: 2 HRS

DAY: WEDNESDAY [11.30-1.30 P.M]

DATE: 10/04/2024

THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES

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Instructions: Answer question One and Any other Two questions

Question One

- a) Explain the various elements that can be used in linking culture to strategy in an organization **[10 Marks]**

- b) As a business student, organization behaviour is one of the core units of the curriculum. How will the knowledge acquired in this course assist you as a future manager in organizations? **[10 Marks]**

- c) Perception usually affect one's judgement on phenomenon experienced in the organization. By use of examples explain how the concept of halo effect and contract effect perception and judgement of people at work place. **[10 marks].**

Question Two

Understanding of employee behaviour is critical to a manager in executing their managerial roles. Discuss some of the plausible factors that affect employee behaviour. **[20 Marks]**

Question Three

Innovations and improvements in organizations usually result in operational change which in most cases resisted by employee. Discuss the possible strategies a manager can apply to minimize resistance to change in their organizations. **[20 Marks].**

Question Four

Communication not only motivates employee but also play a key role in the achievement of organizational goals. Explain the Ten Commandments whose adherence may lead to effective communication in organizations. **[20 Marks]**