MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER

SCHOOL OF ARTS AND SOCIAL SCIENCES
BACHELOR OF SCIENCE IN PUBLIC RELATIONS

COURSE CODE: CPR 2208
COURSE TITLE: ORGANIZATIONAL BEHAVIOUR
INSTRUCTIONS TO CANDIDATES
- Question ONE is compulsory
- Answer any other TWO questions

QUESTION ONE. (30mks)

a) Discuss the relevance of teaching organizational behaviour to students of communication.
(15mks)

b) Illustrate theory X and theory Y.
(15mks)

QUESTION TWO

b) Every organization has a culture. By use of examples, identify five types of culture.
(20mks)

QUESTION THREE

a) Explain five causes of stress in organizations and discuss some of the ways the manager can use so as to manage it.
(20mks)

QUESTION FOUR

Using examples, elaborate on Maslow’s hierarchy of needs and apply it to the work situation.
(20mks)
QUESTION FIVE

c) Discuss the importance of motivating employees in organizations. (20mks)