



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER**

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

**COURSE CODE: CPR 3204-1**

**COURSE TITLE: ORGANIZATIONAL  
COMMUNICATION & BEHAVIOUR II**

**DATE: 19/4/2023**

**TIME: 0830-1030 HRS**

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**INSTRUCTIONS TO CANDIDATES**

Question **ONE** is compulsory

Answer any other **TWO** questions

*This paper consists of 2 printed pages. Please turn over.*

### **QUESTION ONE**

a. Discuss the concept of Organizational Behavior and explain why managers should be knowledgeable in organizational theory and behavior (10mks)

b. Explain the Herzberg two- factor theory. **(4mks)**

a) Discuss the importance of motivating employees in organizations. (6mks)

### **QUESTION TWO**

b) Every organization has a culture. By use of examples, identify five types of culture. **(10mks)**

b. Discuss five ways in which Travis & Sons Limited may increase social support to their employees to minimize stress among them. **(5mks)**

### **QUESTION THREE**

All leaders should be managers but not all managers can make leaders.

Discuss **(10mks)**

b) Describe five characteristics of effective communication in an organization. **(5mks)**

### **QUESTION FOUR**

a) Explain five causes of stress in organizations and discuss some of the ways the manager can use so as to manage it. **(7 mks)**

b) Outline five characteristics under which autocratic style of leadership is suitable. **(8mks)**

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