

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2023/2024 ACADEMIC YEAR

SECOND YEAR EXAMINATION FOR THE DEGREE
OF BACHELOR OF COMMERCE

AGBM 211: BEHAVIOURAL SCIENCE

STREAM:

TIME: 2 HRS

DAY: WEDNESDAY [14.30-16.30 P.M] ***DATE: 06/12/2023***

THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES

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INSTRUCTIONS

Answer Question ONE and ANY Other Two

QUESTION ONE

- a) Discuss the Nature of Behavioural Science **(10 Marks)**
- b) Discuss the history of Behaviourism **(10 Marks)**
- c) *In College X, The teacher works on respectful language and discusses how the classroom has different norms and behavioural expectations than outside of school and students must adhere to these expectations when in the classroom. The teacher emphasized language use. The teacher also sits the class down for a minimum of 30 minutes each day to discuss appropriate behaviour and language in class*

Having read the sub section above, explain the types of behaviourism **(10 Marks)**

QUESTION TWO

- a) Many papers have been written on behaviorism and on the child development. The main contributors Behaviorists propose that all activities, such as acting, thinking, and feeling amount to the behavior of an individual. In this view, all psychological disorders comes from changing behavior patterns or learning environment.

In this context explain the uses of behaviourism **(10 Marks)**

- b) Behavioural sciences include two broad categories: Neural – *Information sciences* and Social – *Relational sciences*. Elaborate **(10 Marks)**

QUESTION THREE

- a) Behavioural Sciences comprises any of the disciplines dealing with the subject of human actions. One of those disciplines is Transaction Cost Economics. Explain then, the subject of Transaction Cost Economics as a discipline of Behavioral Science **(10 Marks)**
- b) “Variations or deviations from the average of the group, with respect to the mental or physical characters, occurring in the individual member of the group are individual differences.”
“Today we think of individual differences as including any measurable aspect of the total personality.”

In this regard, explain the Types of Individual Differences **(10 Marks)**



QUESTION FOUR

- a) Behaviorists have suggested some practical procedures for adapting school/college work (the work of students) to individual differences Discuss **(10 Marks)**
- b) Human beings are by nature socially oriented. The presence of others often affects how humans behave. Discuss then how groups affect the behaviour of individuals within the group- **(10 Marks)**

