



**BCM208/BUS2213/DBM0116: ORGANISATIONAL BEHAVIOUR**  
**ONLINE CLASS EXAMINATION**

**Instructions**

- i) **This exam paper contains SIX questions, each of which is marked out of 10 marks.**
- ii) **Answer Question One (COMPULSORY) and any other THREE questions**
- iii) **Read each question carefully before attempting.**

**Section A**

**Question one**

**Compulsory**

**Read the text and answer the questions that follow**

In 2007, Fortune named Steve Jobs the "Most Powerful Person in Business". In 2009, the magazine named him "CEO of the Decade". Jobs, CEO of Apple Inc. (NASDAQ: AAPL), has transformed no fewer than five different industries: computers, Hollywood movies, music, retailing, and wireless phones. His Apple II ushered in the personal computer era in 1977, and the graphical interface of the Macintosh in 1984 set the standard that all other PCs emulated. His company Pixar defined the computer-animated feature film. The iPod, iTunes, and iPhone revolutionized how we listen to music, how we pay for and receive all types of digital content, and what we expect of a mobile phone. By all means, Jobs was successful due his vision and sheer force of drive for perfection. However, he also exhibited tendencies towards autocracy.

- a) Discuss any four types of powers that Jobs demonstrated. **(8 marks).**
- b) Explain two possible dangers of autocracy tendencies exhibited by Jobs. **(2 marks).**

**Section B**

Answer any 3 questions from this section.

**Question two**

- a) Define the term motivation. (2 marks).
- b) Compare Abraham Maslow's Needs Hierarchy and Alderfers ERG Theories of motivation. (5 marks).
- c) Discuss flaws of Abraham Maslow's Needs Hierarchy Theory in relation to current organisation. (3 marks).

**Question three**

- a) Explain five basic elements of scientific management. (5 marks).
- b) Discuss the relevance of bureaucracies in current organisations. (5 marks).

**Question four**

A major goal of many world class organisations is to create a diverse workforce. Employers in such organisations purposively seek diverse workforce at the time of selection and recruitment.

- a) Explain the term diversity. (2 marks).
- b) Discuss benefits of diversity to an organisation. (4 marks).
- c) Explain inclusivity measures undertaken in an organisation of your choice. (4 marks).

**Question five**

Change is inevitable. However, without proper planning and execution, major change initiatives often fall short of set goals or fail completely.

- a) Explain three reasons that necessitate change in an orgainsation. (3 marks).
- b) Discuss the steps you would use to steer organisational change. (7 marks).

**Question six**

- a) Distinguish between formal and informal groups. (2 marks).
- b) Explain the group development process in terms of a maturity cycle (8marks)