



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF LEADERSHIP, BUSINESS AND TECHNOLOGY

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF COMMERCE**

BACHELOR OF BUSINESS LEADERSHIP

SEPTEMBER-DECEMBER 2017

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: BUH3313

COURSE TITLE: INDUSTRIAL PSYCHOLOGY

EXAM DATE: 8th - 11th DECEMBER 2017

DURATION: 3 hours

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer FOUR questions out of the SIX provided

QUESTION ONE

Read the case study below and answer the questions that follow

Wasafiri Airlines employees are given lots of freedom to manage themselves. Henry, the company's CEO is determined to create a company "where people want to manage themselves." At Wasafiri, employees are asked to be responsible for their tasks, rather than rely on supervisors to tell them what to do. That includes Henry: "I don't direct things," he says. "We set some standards and expectations, but don't interfere in how our people do their jobs."

Instead, employees are given guidelines for behavior. For instance, flight attendants are directed to serve customers in a caring, positive, and cheerful manner. How do they carry that out? It's up to them. Employees also share tasks. When a plane lands, all employees on the flight, even those who are flying off-duty, are expected to prepare the plane for its next takeoff.

Obviously, Wasafiri can lower its costs by keeping the number of supervisors down. The company operates with about 60 people per aircraft, while a typical full-service airline needs more than 150. But allowing employees to manage themselves has a bigger benefit. Henry believes. "They are the ones and how they're doing it," says Henry.

- a) Describe the benefits Wasafiri Company would derive from empowering its employees (4mks)
- b) Explain the role of an industrial psychologist at Wasafiri Airlines (4mks)
- c) Identify two job related characteristics that cause stress to employees (2mks)

QUESTION TWO

- a) Describe two ways you would employ in order to create commitment in the work place by your employees (4mks)
- b) Discuss three different ways work stress affects organizations in Kenya (6mks)

QUESTION THREE

- a) Identify two reasons behind the success of democratic leaders in organizations (2mks)
- b) Describe four reasons why you would consider external sources of recruitment for your staffing decisions (8mks)

QUESTION FOUR

- a) Identify two elements of structured tasks (2mks)
- b) Discuss the importance of diversity in the work place (8mks)

QUESTION FIVE

- a) Describe three challenges that would hinder effective training for your employees (6mks)
- b) Explain the significance of job analysis to an organization (4mks)

QUESTION SIX

- a) Dan is an Industrial psychologist in Moon Company which has about 300 employees. Explain four indicators that would show Dan that the employees are satisfied (8mks)
- b) State two benefits of a performance appraisal programme to you as an employee (2mks)