



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY - APRIL 2021 SEMESTER

BACHELOR OF ARTS IN COMMUNITY DEVELOPMENT

COURSE CODE: SOSC 101

COURSE TITLE: BEHAVIORAL SCIENCE

DATE: 11 MAY 2021

TIME: 3:00 PM - 6:00 PM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A: COMPULSORY

QUESTION ONE

- a) Behavioral sciences can be divided into two academic fields. Briefly explain these two fields
[4 Marks]
- b) A behavioural science is the collective term given to a number of disciplines which focus on the study of the behaviour of humans. Briefly explain any three importance of studying behavioral science
[6 Marks]
- c) Briefly describe what happens when motivation is blocked
[4 Marks]
- d) Explain two categories of power
[4 Marks]
- e) Since first impressions play such a major role in our perceptions, what recommendations would you make to an interviewer and to an interviewee to improve the accuracy of interview?
[4 Marks]
- f) Explain the meanings of the following terms using examples
[8 Marks]
- Behavioral science
Motivation
Personality
Perception
- g) Differentiate the following using examples
Positive reinforcement and negative reinforcement
[4 Marks]
- h) Describe the difference you would expect between the behavior of someone who is highly authoritarian and someone who is not.
[3 Marks]
- i) Briefly describe operant conditioning theory of learning
[3 Marks]

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

- a) Scientific method in behavioral science investigates a behavior following certain principles and strict rules. Analyze any four data collection methods in human behavior.
[8 Marks]
- b) Briefly describe any three dimensions of personality
[6 Marks]
- c) Theories are very instrumental in understanding human behavior. Explain how theories help us to understand behavior of individuals
[6 Marks]

QUESTION THREE

- a) Performance feedback is generally considered a form of reinforcement. Describe how important is feedback to you
[5 Marks]

- b) Since emotions are classically conditioned responses to thoughts or situations, how would you propose to change someone's emotions such as the irritation people feel about waiting in line? **[5 Marks]**
- c) How any behaviour is interpreted will depend on the theory used to explain it. Briefly analyze the following showing their effects on behavior **[10 Marks]**
- Psychosexual stages of development
- Psychosocial stages of development

QUESTION FOUR

- a) The study of human behaviour is challenging. Analyze why it is difficult to study human behavior. **[6 Marks]**
- b) Describe the role of nature and nurture in an individual's behavior **[6 Marks]**
- c) If two people disagree in their perceptions of a social event, but each has a sincere desire to know whose perceptions are most correct. How could they decide? **[4 Marks]**
- d) Evaluate two factors that influence human perception **[4 Marks]**

QUESTION FIVE

- a) Draw and label Maslow's hierarchy of needs beginning from the basic needs to higher needs **[6 Marks]**
- b) Using Maslow's hierarchy of needs, discuss the importance of fulfilling children's needs **[6 Marks]**
- c) Most children in Kenya today lack interest in school. What advice would you give parents and caregivers so they can be able to motivate children to show interest in school and school related activities? **[8 Marks]**