



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND
ECONOMICS

DEPARTMENT OF ACCOUNTING FINANCE AND HUMAN CAPITAL
MANAGEMENT

EXAMINATION PAPER

COURSE CODE : CHR 401
COURSE TITLE : INDUSTRIAL PSYCHOLOGY
DURATION : 3 HOURS
DATE : 12 APR 2023
SPECIAL REQUIREMENTS : ANSWER SHEET

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. Answer **QUESTION ONE (1)** and any other **THREE (3)** questions.
4. Begin each question on a new page.
5. The number of marks for each question or part question is shown in brackets []

Section A- compulsory

1. As a Human resource officer of a certain organization, prepare a paper advising senior executive on how non- verbal cues has influenced decision on recruitment and selection decision.(25MARKS)

Section B- choose any three

2. Discuss the decision making model by Lunenburg (2010) in relation to the business setting. (25MARKS)
3. Explain, giving examples types of intelligence and how they are used in placement of employees in organization. (25MARKS)
4. Compare and contrast operant conditioning and classical conditioning in learning situation. (25MARKS)
5. With reference to examples, differentiate the following methods of persuasion.
 - a) Foot in the door vs door in the face
 - b) Reciprocation and authority
 - c) Scarcity and law balling
 - d) Anchoring and that's not all
 - e) Social proof and commitment (25MARKS)