

The
Management
University
of Africa



Sponsored by the Kenya Institute of Management

CERTIFICATE UNIVERSITY EXAMINATIONS
SCHOOL OF ARTS, HUMANITIES, DEVELOPMENT
STUDIES AND SOCIAL SCIENCES (SADS)
CERTIFICATE IN COUNSELLING AND PSYCHOLOGY

CCP 100: FUNDAMENTALS OF HUMAN BEHAVIOUR

DATE: 27TH JULY 2026

DURATION: 2 HOURS

**MAXIMUM
MARKS: 70**

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **FOUR** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

At Management University of Africa, a first-year class is experiencing mixed patterns of behavior. Some students attend lectures consistently, participate actively and complete assignments on time. Others show poor attendance, low motivation, excessive social media use, peer pressure, anxiety, and fear of failure, poor study habits and difficulty adjusting to university life. A few students report that family expectations, financial pressure and personal background affect their concentration and behavior.

The lecturer and student counselor are concerned that unless effective support is offered, the class may experience poor performance, indiscipline, low self-esteem and social conflict. The department therefore wants to design learner - centered, counseling-based and peer-support interventions that can promote positive behavior, effective learning and personal development.

Required:

- a) Explain human behavior and identify any four factors influencing student behavior in the case.

(6 Marks)

- b) Using examples from the case, analyze how nature and nurture may interact to shape students' behavior and academic adjustment.

(8 Marks)

- c) Explain how motivation and learning theories can be applied to improve students' participation, discipline and academic performance.

(8 Marks)

- d) Propose practical counseling, teaching and peer-support strategies that can help students develop positive behavior and effective learning habits. **(8 Marks)**

QUESTION TWO

- a) Explain any two key terms commonly used in the study of human behavior.

(4
Marks)

- b) Discuss the nature versus nurture debate and show its relevance in understanding behavior among young adults.

(4
Marks)

- c) State two reasons why the study of human behavior is important in education, counseling or community development.

(2 Marks)

QUESTION THREE

- a) Describe the biological, psychological and social dimensions of the bio psychosocial model of human behavior.

(6
Marks)

- b) Explain any two ways in which the bio psychosocial model can help teachers or counselors understand learner behavior.

(4 Marks)

QUESTION FOUR

- a) Explain any two theories or principles of motivation and learning.

(4 Marks)

- b) Using relevant examples, discuss how motivation and learning theories can be applied to improve learner behavior and academic performance.

(4 Marks)

- c) Explain two ways in which reinforcement, modeling or feedback can be used to improve learner behavior.

(2 Marks)

QUESTION FIVE

a) Explain the meaning of perception, emotion and attitude. **(6 Marks)**

b) Show how perception, emotion and attitude may influence student behavior in a learning environment.
(4 Marks)

QUESTION SIX

a) Discuss any three practical approaches that counselors, teachers or community workers can use to manage negative behavior among learners or youth.

(6 Marks)

b) Explain any four benefits of applying knowledge of human behavior in counseling, leadership and community development. **(4 Marks)**