UNIVERSITI KUALA LUMPUR
INSTITUTE OF MEDICAL SCIENCE TECHNOLOGY

FINAL EXAMINATION
MARCH 2025 SEMESTER

COURSE CODE	:	HGB30503
COURSE TITLE	:	HUMAN BEHAVIORAL SCIENCE
PROGRAMME NAME	:	BACHELOR OF ENVIRONMENTAL HEALTH (HONS)
DATE	:	04 JULY 2025
TIME	:	9:00AM - 12:00PM
DURATION	:	3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.

2. This question paper is printed on both sides of the paper.

3. This question paper consist of ONE sections.

4. Section A consist of five questions. Answer FOUR (4) questions only.

5. Please write your answer on the answer booklet provided.

6. Please answer all questions in English only.

7. Refer to the attached Formula/ Appendies. ☐ *Tick if applicable*

THERE ARE 6 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 100 marks)

Answer FOUR (4) questions.

Please use the answer booklet provided.

Question 1

Human behaviors and its function reflect individual uniqueness. Answer the following:

(a)   Determine the following terminologies:

     i.   behavior

(2 marks)

     ii.   human behavior science

(2 marks)

(b)   Identify THREE (3) factors that influence human behavior. Provide one example for each factor.

(12 marks)

(c)   Human behavioural science is widely recognized as an interdisciplinary field. Point out THREE (3) disciplines that contribute to the field of human behavioural science. Give an example respectively.

(9 marks)

Question 2

Daniel is a 32-year-old marketing executive at a large advertising firm. He is known for being highly creative but also somewhat unpredictable. While his ideas are often innovative and appreciated by clients, Daniel struggles with meeting deadlines and frequently clashes with colleagues over group decisions. His manager is unsure whether to assign him to team projects or allow him to work independently.

(a)   Determine personality concept.

(1 marks)

(b)   To better understand Daniel's behavior, the Human Resource department consults a workplace psychologist who applies different personality theories: Point out TWO (2) personality theories that can describe Daniel's behavior. Give an example respectively.

(8 marks)

(c)   Discuss TWO (2) factors that may influence Daniel's personality. Provide an example for each factor.

(8 marks)

(d)   Identity types of personality test that can be used to assess Daniel's personality. Analyses TWO (2) differences between both types of personality tests.

(8 marks)

Question 3

Dr. Nina Malik, a human behavioral science researcher at a public university, was planning to conduct research on perceived psychosocial workplace factors at work. Answer the following:

(a) Dr. Nina Malik is considering different types of research methods. Determine TWO (2) types of research methods. For each type of research methods, elaborate with an example.

(8 marks)

(b) Based on your answer in (a), analyse ONE (1) strength and ONE (1) limitation of each research method.

(8 marks)

(c) Explain THREE (3) key reasons for researchers to adhere to ethical principles when conducting research involving human behavior.

(9 marks)

Question 4

Lack of motivation among employees is a common cause of poor performance and high turnover.

(a)   Determine concept of motivation.

(2 marks)

(b)   Identify TWO (2) underlying causes of low employee motivation in the workplace. Provide an example respectively.

(8 marks)

(c)   Illustrate Maslow's theory and its relation to enhance employee's motivation at work.

(10 marks)

(d)   Point out ONE (1) individual factor that may affect worker's motivation. State an example to support your answer.

(5 marks)

Question 5

BluePeak Solutions is a mid-sized tech company with 200 employees. Over the past year, the company has experienced rapid growth, leading to structural changes, new team formations, and increased project loads. Answer the following:

(a) Determine the following:

    i.   emotion

(2 marks)

    ii.   social behavior

(2 marks)

(b) Outline TWO (2) workplace factors that can contribute to poor mental health among employees. Briefly, discuss your answer.

(8 marks)

(c) Analyze TWO (2) effects of poor mental health on interpersonal interactions between workers.

(8 marks)

(d) Point out ONE (1) effective strategy that organizations can implement to enhance employee well-being. Support your answer with an example.

(5 marks)

END OF EXAMINATION PAPER