



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF SOCIAL SCIENCES

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF ARTS

APS 323: BEHAVIOR MODIFICATION

DATE: 11/8/2021

TIME: 8:30 – 10:30 AM

INSTRUCTIONS: Answer QUESTION ONE and any other TWO QUESTIONS.

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms (10 marks)
- i) Behavior modification
 - ii) Punishment
 - iii) Learned helplessness
 - iv) Conditioned stimulus
 - v) Reinforcement
- b) Discuss the importance of studying behavior modification (10 marks)
- c) Evaluate the importance of positive reinforcement in adolescents (10 marks)

QUESTION TWO (20 MARKS)

- a) Analyze four functions of behavior. (8 marks)
- b) Describe little Albert experiment in conditioning theory. (12 marks)

QUESTION THREE (20 MARKS)

- a) Evaluate the process of classical conditioning. (10 marks)
- b) Describe how classical conditioning theory can be used to modify behavior. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Appraise the components of operant conditioning (10 marks)
- b) Critique the operant conditioning theory (10 marks)

QUESTION FIVE (20 MARKS)

- a) Analyze five behavioral modification techniques. (10 marks)
- b) Discuss how punishment can negatively impact behavior modification in adolescents. (10 marks)