

**FACULTY OF BUSINES ADMINISTRATION**

**DEPARTEMENT :** BUSINESS INFORMATION TECHNOLOGY

**LECTURER :** MR DAUDI

**SUBJECT :** IT PERSONALITY

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**YEAR OF STUDY :** THIRD YEAR

**SEMESTER :** TWO

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**Assignment Answers**

**Q1.** The attitude-behavior relationship can be strengthened by for example continuously making directly experience with an object in which an individual has a vested interest through which their attitude was formed and that can be a way of improving attitude-behavior. Attitudes formed through vested interested are better predictors of future behavior.

**Q2.** Cognitive dissonance involve more than one attitudes, beliefs or behaviors conflicting. It produces a mental discomfort feeling leading to an alteration in one of the attitudes, beliefs or behaviors to reduce the discomfort and restore balance.

For example when someone smoke (behavior) and they know that smoking causes cancer (cognition), they are in a state of cognitive dissonance.

**Q3.** Job satisfaction refers to an individual’s general attitude or feeling toward an individual job that result from an evaluation of its characteristics.

While

Job involvement refers the degree to which a person identifies with his or her job, actively participates in it, and considers his or her performance important to self-worth.

**Q4.** Various response to job dissatisfaction may involve:

* The Exit where one’s consider leaving the organization
* Speaking or being active in attempts to improve conditions
* Being passive and wait for conditions to improve
* Neglecting thus allowing conditions to worsen

**Q5.**  The three key elements of motivation are:

* Intensity
* Direction
* Persistence

**Q6.** Maslow’s Hierarchy of Needs Theory; McGregor’s Theory X and Theory Y; Herzberg’s Two-Factor Theory; and McClelland’s Theory of Needs. Most of the theories have not been proven to be valid, although they form a basis for the contemporary theories that are used by managers today.

**Q7.** Self-determination theory proposes that people prefer to feel they have control over their actions, so anything that makes a previously enjoyed task feel more like an obligation than a freely chosen activity will undermine motivation.

While

Goal-setting theory states that specific and difficult goals, with self-generated feedback, lead to higher performance.

**Q8.** Personality is the combination of characteristics or qualities that form an individual's distinctive character. It can be measured by using self-reporting surveys like evaluating behavior, attitude, education, values, and some varying characteristics.

**Q9.**  Values are principles or standards of behavior one's judgement of what is important in life. They are important because they help one’s individual grow and develop. The decisions we make are a reflection of our values and beliefs.

-the difference between terminal and instrumental values is

* Terminal values are the goals that a person would like to achieve during his or her lifetime.
* Terminal values are the preferable modes of behavior in achieving these values.

While

* The instrumental values are the preferable modes of behavior in achieving these values.
* Instrumental values are the goals that a person would like to achieve during his or her lifetime.

**Q10.** Yes, values do differ across generations as they are a number of values that differ across cultures and it depends on many factors.