

4.7: Chapter Review Questions

1. Define learning. Why is an understanding of learning important for managers?
 2. Compare and contrast operant conditioning with classical conditioning. Provide examples of each.
 3. What is social learning theory? Describe how this process works.
 4. What implications of social learning theory for management can you identify?
 5. Identify four strategies for reinforcement, and provide an example of each.
 6. Describe the four different schedules of reinforcement, and show how their use by managers can vary.
 7. How might you design a simple behavior modification program for a group of employees? Explain.
 8. What are some problems in trying to implement a behavioral self-management program? How can managers attempt to overcome these problems?
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