

P-728

Total Pages : 3

Roll No.

BBA-105

Introduction to Psychology

Bachelor of Business Administration (BBA)

1st Semester Examination, 2023 (June)

Time : 2 Hours]

[Max. Marks : 70

Note : This paper is of Seventy (70) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answer to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

SECTION–A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long answer type questions of Nineteen (19) marks each. Learners are required to answer any Two (02) questions only.

(2×19=38)

1. Explain the nature of psychology and its approaches?
2. What is an emotion? Briefly explain the theories of emotion?
3. Explain the concept of reinforcement? Illustrate with an example.
4. Explain the process of classical conditioning? Cite an example.
5. Explain the big 5 personality traits?

SECTION-B

(Short Answer Type Questions)

Note : Section 'B' contains Eight (08) short answer type questions of Eight (08) marks each. Learners are required to answer any Four (04) questions only. (4×8=32)

Briefly discuss any four of the following:

1. Operant conditioning.
2. Perception.
3. Anxiety.
4. Sensory memory.

5. Projective technique.
 6. Psychoanalytic approach.
 7. Cognitive learning.
 8. Structured Interview.
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