

Roll No.

BBA–105

Introduction to Psychology

Bachelor of Business Administration
(BBA–10/12/16/17)

First Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 80

Note : This paper is of **eighty (80)** marks containing **three (03)** Sections A, B and C. Attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of nineteen (19) marks each. Learners are required to answer *two* (02) questions only.

1. What is the meaning of Psychology ? Describe the viewpoints of different schools of psychology.
2. What do you mean by learning ? Explain some important theories of learning.
3. Explain the meaning and characteristics of perception. Describe the process of perception along with the factors that affect it.
4. What is the meaning of emotion ? Explain any *two* theories of emotion.

(B-83) P. T. O.

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 *four* (04) questions only.

1. Trait approach.
2. Areas of Psychology.
3. Types of memory.
4. Classical conditioning.
5. Psychological reaction to stress.
6. Characteristics of Attitude.
7. Defence Mechanism.
8. Personality assessment.

Section-C**(Objective Type Questions)**

Note : Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this Section are compulsory.

State whether True/False :

1. Attitude is measured by Likert scale. (True/False)
2. The founder of Psychoanalytic School is Muller.
(True/False)
3. Long-term memory can store information for 1 to 15 seconds. (True/False)
4. Cognitive ability is found from birth in a child.
(True/False)
5. The sensory memory stores information for 15 seconds. (True/False)

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6. The measurement unit is not certain in psychological measurement. (True/False)
7. Memory is a result of learning. (True/False)
8. The word personality comes from “perse” which originally meant Theatrical mask. (True/False)
9. Behaving favorably *or* unfavorably in response to a thing *or* a person is called attitude. (True/False)
10. Conflict is a struggle between two motives. (True/False)