

Total No. of Pages : 04

Roll No.

BBA-105

Introduction to Psychology

मनोविज्ञान एक परिचय

Bachelor of Business Administration

(BBA-10/12/16/17)

First Semester

Examination, 2019

Time : 3 Hours

[Maximum Marks : 80

Note : This paper is of Eighty (80) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section–A

Long Answer Types Questions

Note : Section 'A' contains Five (05) long-answer-type questions of Fifteen (15) marks each. Learners are required to answer any three (03) questions only. **(3×15=45)**

1. What is the meaning of Psychology? Describe various areas of Psychology.

(2)

2. What do you mean by learning? Describe classical conditioning theory of learning with example.
3. Define Motivation. Describe various types of motivations.
4. Explain the meaning and characteristics of Perception.
5. What is defence Mechanism? Explain different types of Mechanisms.

Section–B

Short Answer Types Questions

Note :Section 'B' contains Eight (08) short-answer-type questions of Seven (07) marks each. Learners are required to answer any Five (05) questions only. **(5×7=35)**

1. Nature of Psychology.

(3)

2. Introversion and extroversion.
3. Maslow's Need Hierarchy
4. Perceptual selection
5. Characteristics of Attitude.
6. Observation Method.
7. Types of Stress
8. Personality assessment.