

S-887

Total Pages : 3

Roll No. -----

BBA-105

Introduction to Psychology

Bachelor of Business Administration (BBA)

1st Semester, Examination 2022(Dec.)

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.

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 x 19 = 38]

P.T.O.

- Q.1. Explain the Trait theory of personality?
- Q.2. Explain the concept of memory? Mention the types of memory.
- Q.3. Explain the visual theory of perception?
- Q.4. Describe the arousal theory of motivation?
- Q.5. What is Attitude? Explain the components of attitude?

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 x 8 = 32]

Briefly discuss any four (04) of the following;

Q.1. Perceptual selection

Q.2. Short term memory

Q.3. Dissonance theory

Q.4. Denial and Regression

Q.5. Bottom up processing

Q.6. Stress and Frustration

Q.7. Subliminal perception

Q.8. Memory improving methods
