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Roll No. -----

BBA-105

Introduction to Psychology

मनोविज्ञान एक परिचय

Bachelor of Business Administration

(BBA-10/12/16/17)

1st Semester, Examination June 2022

Time: 2 Hours

Max. 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 – type questions)

Note: Section 'A' contains Five (05) long-answer-type questions of Twenty (20) marks each. Learners are required to answer any two (02) questions only.

[2 x 20 = 40]

P.T.O.

- Q.1. Describe the study method of psychology.
- Q.2. What is personality? Discuss various characteristics of personality.
- Q.3. Define memory and describe its types.
- Q.4. Explain Trait theory in detail. What is the difference between trait theory & type theory of personality?
- Q.5. Describe various factors influencing attitude.

Section – B

(Short-answer-type questions)

Note: Section 'B' contains Eight (08) short-answer-type questions of Ten (10) marks each. Learners are required to answer any Four (04) questions only.

[4 x 10 = 40]

Briefly discuss the following.

1. Branches of Psychology.
2. Difference between short term and long term memory.
3. Canon-Bard theory of emotion.
4. Cognitive learning.

P.T.O.

5. Attitude change.
6. Factors affecting personality.
7. Anxiety.
8. Memory improvement.
