

**K-278**

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**BBA-105**

**BBA Ist Semester Examination Dec., 2023**

**INTRODUCTION TO PSYCHOLOGY**

**Time : 2 Hours]**

**[Max. Marks : 70**

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*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 there in. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.*

**Section-A**

**(Long Answer Type Questions) 2×19=38**

*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.*

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( 1 )

P.T.O.

1. What do you understand by Psychology ? Elaborate it with its approaches.
2. Discuss the Cognitive Learning Theory. What are its benefits ?
3. Explain Reinforcement in Operant Conditioning.
4. Define and illustrate the Vroom's Expectancy Theory.
5. What is Forgetting ? What are the various causes of it ?

### **Section-B**

**(Short Answer Type Questions)**      4×8=32

**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.

Briefly discuss any *four* of the following :

1. Subliminal Perception
2. Stress and Frustration
3. Conformity and Compliance
4. Semantic Memory
5. Trial and Error approach

6. Functional Fixedness
7. Social Approach of Personality
8. Short Term Memory

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