

A-0815

Total Pages : 4

Roll No. -----

BBA-105

Introduction to Psychology

Bachelor of Business Administration (BBA)

1st Semester Examination 2024(Dec.)

Time: 2:00 hrs

Max. Marks: 70

Note : This paper is of Seventy (70) marks divided into Two (02) Section A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

P.T.O.

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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.

[2x19=38]

- Q.1. What is classical conditioning, and how does it differ from operant conditioning? Elaborate with examples.
- Q.2. What distinguishes the phenomenological method from other psychological approaches?
- Q.3. Which theoretical foundations constitute the foundation of personality assessment?
- Q.4. Explain the different forms of cognitive learning?
- Q.5. Explain various theories of emotion with examples?

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.

[4x8=32]

Briefly discuss any four of the following:

- Q.1. Positive and Negative Reinforcement
- Q.2. Attitude Formation
- Q.3. Absolute Threshold of a Stimulus
- Q.4. Selective Attention
- Q.5. Trait Approach of Personality
- Q.6. Maslow's Hierarchy

P.T.O.

Q.7. Types of Stress

Q.8. Subliminal Perception
