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Total Pages : 3

Roll No.

BBA-105

Bachelor of Business Administration (BBA)

Introduction to Psychology

Examination February, 2026

Time : 2:00 Hrs.

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. *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. Explain the difference between negative reinforcement and punishment. Give a few examples
2. Explain the concept of classical conditioning. Give an example.
3. What is an Emotion ? Explain Primary and Secondary emotions.
4. Explain personality. Describe various theories of personality.
5. What are various stages of memory ? Define Short term and Long term Memory.

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. Episodic Memory

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(2)

2. Unstructured Interview
3. Confirmation Bias
4. Anxiety and Attitude
5. Perceptual Selection
6. Phenomenological Approach
7. Dynamics of Perception
8. Eustress and Distress
