

A-0764

Total Pages : 3

Roll No.

BBA-105

Bachelor of Business Administration (BBA)

(Introduction to Psychology)

Examination, June 2025

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.

A-0764/BBA-105 (1)

P.T.O.

1. Explain the psychoanalytical approach of Psychology ?
2. Which methods of encoding perform most effectively for storing information in long-term memory ?
3. Which multidisciplinary disciplines are impacted by modern psychology ?
4. Describe the distinction between punishment and negative reinforcement. Provide a few instances.
5. Describe the personality assessment techniques ? With examples.

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. Can subliminal messages improve learning or performance ?
2. Optimal Level of Arousal.
3. Difference between Intrinsic and Extrinsic Motivation.

4. Herzberg's two factor theory.
5. Equity Theory with an example.
6. Recognition and Rewards in motivating people.
7. Frustration tolerance.
8. Concept of Reinforcement.
