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**UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)**

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उत्तराखंड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

**Programme Name-BBA-First Semester**

**Programme Code- BBA-17**

**Course Name-Introduction to Psychology**

**Course Code-BBA-105**

**Maximum Marks-20**

**Session - 2017-18, Summer Last Date of Submission: 31<sup>st</sup> October 2017**

**Session - 2017-18, Winter Last Date of Submission: 30<sup>th</sup> April 2018**

**Section-A**

**Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.**

**Discuss the following(1-8) –**

1. Perception.
2. Atkinson Shrifin Model of Memory.
3. Big five model of personality.
4. Optimal arousal.
5. Values and Ethics.
6. Management by Objectives.
7. Vroom's Expectance Model of motivation.
8. Differentiate between formal groups and informal groups.

**Section-B**

**Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answers 02 questions only.**

1. What is learning by insight? Differentiate between classical conditioning and operant conditioning.
2. What are defence mechanisms? Discuss various types of defence mechanisms?
3. Is intelligence an inherited trait or learned trait? If it is a learned trait, what steps can be taken to improve upon intelligence?
4. Explain in detail the ERG theory of motivation. How does it significantly differ from Maslow's model of motivation?