



उत्तराखण्ड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

Programme Name-BBA-First Semester

Programme Code-BBA-12

Course Name- Introduction to Psychology

Course Code-BBA105

Maximum Marks-40

Session -2013-14,Summer

Last Date of Submission: 15 January , 2014

Section-A

Section 'A' contains 08 short answer type questions of 5 marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Discuss the following (1-8) –

1. Nature of Psychology
2. Characteristics of Perception.
3. Halo Effect
4. Models of memory
5. Personality
6. Characteristics of attitude.
7. Dissonance theory
8. Factors contributing towards group cohesiveness.

Section-B

Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answer 02 questions only.

1. Discuss the different research methods used in psychology.
2. Discuss the concept and characteristics of learning.
3. What are the different methods and techniques available to assess the personality of an individual?
4. Critically evaluate the Maslow's "needs hierarchy theory" and Herzberg's "Two- Factor Theory".