
UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)



Programme Name-BBA-First Semester
Programme Code-BBA -12
Course Name- Introduction to Psychology
Course Code-BBA105

Maximum Marks-40

Session -2014-15,Summer
Last Date of Submission: 15 January, 2015

Section-A

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

1. Perception
2. Illusion
3. Characteristics of learning
4. Four stages of memory process
5. Characteristics of Attitude.
6. Causes of frustration.
7. Value and Ethics
8. Advantages of committees.

Section-B

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

1. Discuss the importance and applications of psychology.
2. a) Discuss personality. Explain the determinants of personality.
b) Discuss the role of projective techniques in personality assessment.
3. What is defence mechanism? Discuss various types of defence mechanisms.
4. Explain some of the advantages and consequences of group cohesiveness.