



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)
BBA 1st Semester Assignment

Programme Name-BBA-First Semester

Programme Code-BBA-10

Course Name-Introduction to Psychology

Course Code:BBA-105

Maximum Marks-40

Last Date of Submission: 15 Jan, 2012

Session: 2011-12 (Summer)

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 approximately.

Discuss the following-

1. Attention and its determinants.
2. Classical Conditioning Theory,
3. Cognitive Learning.
4. Determinants of Personality.
5. Porter Lawler Model.
6. Characteristics of Attitude.
7. Consequences of Job Dissatisfaction.
8. Monetary and Non-Monetary Incentives for motivating an employee.

Section-B

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

1. Explain briefly some of the more important factors that contribute towards group cohesiveness. What guidelines would you suggest for using committees and task groups more effectively in the organisation you are working with or you are familiar with.
2. Job dissatisfaction is highly demoralising and manifests itself in some of the negative symptoms. Explain in detail some of the indicator of job dissatisfaction and the steps that management can take to eliminate the conditions that cause job dissatisfaction.
- Q3. Describe some of the learned characteristics of behaviour .Do these characteristics change with the change in the environmental situation? Which of these traits are formed early in years and how difficult it is change these traits?
- Q4. What are defence mechanisms? Discuss various types of defence mechanism.