



## उत्तराखण्ड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

Programme Name-BBA –First Semester

Programme Code- BBA-12

Course Name- Introduction to Psychology

Course Code-BBA 105

Maximum Marks-40

Session -2015-16,Summer

Last Date of Submission: 31<sup>st</sup> January , 2016

### 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 (1-8) –

1. Nature of Psychology.
2. Dynamics of Perception.
3. Operant Conditioning Theory
4. Cognitive Learning.
5. Personality Assessment
6. Porter Lawler Model
7. Sources of Attitude.
8. Motivation, Performance and Job Satisfaction.

### Section-B

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

1. Explain the humanistic and psychoanalytical approach to psychology.
2. How do you define personality? Describe, with the help of examples, the biological determinants of Personality.
3. 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.
4. Explain the term '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.