



CS/BBA(H)/BIRM/BSCM/Even/Sem-2nd/BBA-205/2015

- (iv) Id is a storehouse of
- (A) impulses (B) conflicts  
(C) conscience (D) unconscious drives
- (v) The fact that we can walk and chew gum at the same time illustrates that
- (A) our attention depends on different motor systems  
(B) we use selective attention  
(C) we use divided attention  
(D) we use sequential attention
- (vi) Gaining access to stored, coded information when it is required is
- (A) information process (B) encoding process  
(C) retrieval process (D) storage process
- (vii) Ego operates on the principle of
- (A) morality (B) pleasure  
(C) reality (D) anxiety
- (viii) Self observation method is popularly known as
- (A) observation method (B) experimental method  
(C) introspection method (D) survey method
- (ix) The type of personality of the individuals who work under pressure for higher achievement is known as
- (A) Type-A (B) Type-B  
(C) Type-C (D) None of these
- (x) \_\_\_\_\_ is the process where the receptors change or convert the sensory stimulation into neural impulses
- (A) Sensation (B) Sensory receptor  
(C) Transduction (D) Sensory adaptation

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- (xi) When travelling in a car, near objects seem to move past you faster than distant objects. This is called \_\_\_\_\_
- (A) Aerial perspective                      (B) Linear perspective  
(C) Relative size                              (D) Relative motion
- (xii) The STM has limited capacity to hold information. It can hold about
- (A) 77 chunks                                  (B) 7 chunks  
(C) 7.7 chunks                                (D) 0.77 chunks

**GROUP B**  
**(Short Answer Type Questions)**

Answer any *three* questions.

3×5 = 15

2. Briefly explain the different types of Defense mechanisms.
3. Mention the domains of Emotional Intelligence.
4. Explain Spearman's Two factor theory.
5. Define the concept of G-factor theory.
6. Distinguish between short-term memory and long-term memory.

**GROUP C**  
**(Long Answer Type Questions)**

Answer any *three* questions.

3×15 = 45

7. Discuss the nature and scope of Industrial Psychology in the Indian perspective.

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Turn Over

SET 144 W/TURN 4P (744X494)

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8. Briefly discuss the various determinants of perception.
9. What is Gestalt's theory? Discuss the various laws governing this grouping with examples.
10. What is I.Q.? How is it different from E.Q.? Elaborate on the major components of E.Q. State giving reasons which of the two will you assess while selecting somebody for the managerial work in your organization.
11. Write short notes on any *three* of the following: 3×5
  - (a) Programmed Learning
  - (b) Thorndike's theory of learning
  - (c) Atkinson-Shiffrin Model of Memory
  - (d) Weschler Adult Intelligence scale
  - (e) Projective tests in personality assessment