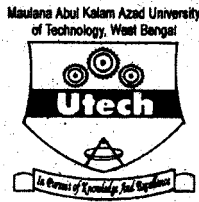


CS/BBA (H)/BIRM/BSCM/EVEN/SEM-2/BBA-205/2015-16



**MAULANA ABUL KALAM AZAD UNIVERSITY OF
TECHNOLOGY, WEST BENGAL**

Paper Code : BBA-205

PSYCHOLOGY

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own
words as far as practicable.*

GROUP - A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *-ten* of the following : 10 × 1 = 10
- i) Behaviour is determined by
 - a) Genetics
 - b) Perception and knowledge
 - c) Environment
 - d) Interneuron.
 - ii) Self-observation method is popularly known as
 - a) observation method
 - b) experimental method
 - c) introspection method
 - d) survey method.

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[Turn over

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- iii) Psychology is the study of human
 - a) soul
 - b) learning
 - c) behaviour
 - d) perception.
- iv) The right hemisphere of the brain is specialized for
 - a) language
 - b) visual and auditory memory
 - c) comprehension
 - d) sensation.
- v) Id is a storehouse of
 - a) unconscious drives and urges
 - b) impulses
 - c) conscience
 - d) conflicts.
- vi) A permanent change in the behaviour is known as
 - a) Learning
 - b) Application
 - c) Memory
 - d) Motivation.
- vii) An organized knowledge about the world including the world of words and how they are used, is
 - a) Episodic memory
 - b) semantic memory
 - c) Procedural memory
 - d) sensory memory.
- viii) Which of the following is not an external determinant of attention ?
 - a) Change
 - b) Movement
 - c) Interest
 - d) Clarify.
- ix) Which part of the nervous system is active when our emotion state is calm and relaxed ?
 - a) Sympathetic nervous system
 - b) Para-sympathetic nervous system
 - c) Hypothalamus
 - d) Somatic nervous system.

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- x) If a worker is constantly chewing gums & nails, putting pencil in his mouth and chewing paan-masala, which stage of Freudian psycho-sexual stages of development is he supposed to be fixated at ?
- a) Oral Stage b) Anal Stage
c) Phallic Stage d) Genital Stage.
- xi) Which of the following is not a test for measuring intelligence ?
- a) Stanford
b) The Wechsler scales
c) Cattell's culture fair test
d) Cattell's 16 factor test.
- xii) One way of measuring personality is where the subject is presented with picture or inkblot patterns, about which he has to write stories. This method is called
- a) Inventories & questionnaires
b) Interview
c) Projective tests
d) Behavioural observation.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. What are the major components of Emotional Intelligence ?
3. What are the internal determinants of attention ?
4. State the interference theory of forgetting.
5. Write a short note on Artificial Intelligence.
6. Write a note on programmed learning.

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GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. Discuss the nature, role and scope of Industrial Psychology in the Indian perspective. What is its utility to modern managers ? 10 + 5
8. a) What do you mean by memory ? How is memory retrieved ?
b) Discuss memory from an information system perspective. 6 + 9
9. a) Discuss psychological basis of emotion.
b) Examine the relation between sensation, perception and attention. 8 + 7
10. a) Explain the difference between IQ and EQ.
b) Explain the main components of EQ.
c) Which (IQ or EQ) according to you, is more important in Business management ? Why ?
11. Write short notes on any *three* of the following : 3 × 5
 - a) Episodic memory
 - b) Wechsler Adult Intelligence Scale
 - c) Errors in perception
 - d) Gestalt School of thoughts
 - e) Big Five Model of Personality.