



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BBA (H), BIRM, BSCM/SEM-2/BBA-205/2010**

**2010**

**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 the following :  $10 \times 1 = 10$ 
  - i) Psychology is the study of human
    - a) soul
    - b) learning
    - c) behaviour
    - d) perception.
  - ii) The right hemisphere of the brain is specialized for
    - a) language
    - b) visual and auditory memory
    - c) comprehension
    - d) sensation.
  - iii) Id is a storehouse of
    - a) unconscious drives and urges
    - b) impulses
    - c) conscience
    - d) conflicts.





**GROUP – B**

**( Short Answer Type Questions )**

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

2. Write about the Behaviouristic Approach in Psychology.
3. Briefly point out some areas of Management where theory of Psychoanalysis is applied.
4. Differentiate between sensation and perception.
5. Define the concept of G-factor theory.
6. Mention the domains of Emotional intelligence.

**GROUP – C**

**( Long Answer Type Questions )**

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

7. State the scope of Psychology. Explain the functions of different branches of Psychology.
8. Define learning. Discuss the classical conditioning and operant conditioning theories of learning.
9. What is forgetting ? Describe the causes of forgetting.
10. What do the terms MA and CA mean ? Explain the terms alongwith the description of Stanford-Binet intelligence scale.
11. Discuss the determinants of personality. Illustrate the Big Five Model of personality.

