



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BBA(H)/BIRM/BSCM/SEM-2/BBA-205/2013**

**2013**

**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 :  
 $10 \times 1 = 10$

- 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.



- 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 organised 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.
- x) Which of the following is not a test for measuring intelligence ?
- a) Stanford Binet test
  - b) The Wechsler scales
  - c) Cattell's culture fair test
  - d) Cattell's 16 factor test.
- xi) 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.
- 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. What is Sternberg's Triarchic Theory ?

**GROUP - C**

**( Long Answer Type Questions )**

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

7. Discuss the nature and scope of Industrial Psychology in the Indian perspective.
8. a) What do you mean by memory ? How is memory retrieved ?  
b) Discuss memory from an information system perspective.  $6 + 9$
9. Discuss psychological basis of emotion.
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 :  $3 \times 5$ 
  - a) Episodic memory
  - b) Wechsler Adult Intelligence Scale
  - c) Errors in perception
  - d) Gestalt School of thoughts
  - e) Trait analysis.