

ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)
ORGANISATION OF ISLAMIC COOPERATION (OIC)
DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Mid-Semester Examination

Course No. : HUM 4249

Course Title : Business Psychology and Communications.

Summer Semester, A. Y. 2021-2022

Time : 1.5 hours

Full Marks : 75

Answer **all 3 (three)** questions. All questions carry equal marks. Marks of each question and corresponding CO and PO are written in the right margin with brackets.

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| 1. | a) | What is the idea behind Freud's psychodynamic view of personality? Describe the three major parts of the mind. | 10 | (CO1)
(PO6) |
| | b) | Explain the defensive mechanisms of preventing anxiety with proper examples. | 10 | (CO1)
(PO6) |
| | c) | Explain how classical conditioning, operational conditioning, and observational learning are related to personality. | 05 | (CO2)
(PO6) |
| 2. | a) | Briefly discuss the theory of motor stage development of infant. Explain the following term of psychological development of child:
<div style="margin-left: 20px;">I. Easy temperament, difficult temperament and slow to warm temperament.
 II. Securely Attached, avoidant and ambivalent.</div> | 12.5 | (CO1)
(PO1) |
| | b) | Briefly discuss the Piaget's stages of cognitive development. Explain the Kohlberg stages of moral reasoning. | 12.5 | (CO2)
(PO8) |
| 3. | a) | Discuss the eight life force and nine learned human wants from the book "cash advertising". | 10 | (CO1)
(PO1) |
| | b) | Describe the any five principles of advertising psychology with proper examples. | 15 | (CO2)
(PO8) |