

BBA/D-16
Understanding Human Behaviour
PAPER-BBA-201

Time Allowed: 3 Hours

Maximum Marks: 80

Note: Attempt five questions in all. Question No. 1 is compulsory. All questions carry equal marks.

Compulsory Question

1. (a) Fundamental Attributional Error.
(b) Self-actualisation Needs.
(c) Emotional Stability.
(d) Positive and Negative affectivity.
(e) Conscientiousness.
(f) Golem effect related to Perception.
2. Explain the determinants of Personality. Which are the most frequently used tools to measure Personality ? (Explain in detail)
3. Explain the following Model of Motivation :
(a) The Need hierarchy theory.
(b) Herzberg's two factor theory.
(c) Theory of X and Y.
4. Define Perception and explain its meaning. What is object Perception ? Which factors related to the target can affect the Perception process ?
5. Define Learning. What are the fundamental principles of Learning and how are they involved in organizations ?
6. What does affective events theory say about the effects of People's emotions on their behaviour in organizations?
7. What is "Cognitive approach" and why is it so popular in the field of human behaviour today. Explain how people's changing expectations about the desire to be engaged in their work., the need for flexibility in work, and the pressure to promote quality have influenced the field of OB.
8. Write detailed note on the following :
(a) Memory and Forgetting.
(b) Physiological response in emotions.
(c) Social Learning Theory.