

BBA/D-18

UNDERSTANDING HUMAN BEHAVIOUR

BBA-201

1. Compulsory Question

(a) Two factor Theory with Organisational Implications.

(b) Psychoanalytic Theory.

(c) Attention.

(d) Cognitive Approach.

(e) Principles of learning.

(f) Organisational Implication of Emotions.

2. What do you understand by concept of perception also explain the perceptual Errors in detail?

3. Discuss the meaning and nature of personality with theories related to personality with example.

4. What are the different approaches for Studying Human Behaviour. Discuss in detail?

5. What is Motivation ? Explain Maslow's Hierarchy of Needs in detail with the help of an example related to organizational implications.

6. Discuss the nature and meaning of learning also discuss classical conditioning and operant conditioning theory in detail with example.

7. Explain the concept of 'Emotions' and theories of emotions in organisational context.

8. How can the field of Human Behaviour contribute to the effective functioning of organizations and also discuss the challenges and benefits of studying human behavior.