

Roll No.....

Total Pages: 2  
**14591**

**BBA/D-17**  
**UNDERSTANDING HUMAN BEHAVIOUR**  
Paper: BBA-201

Time: Three Hours

Maximum Marks: 80

Note: Attempt Five questions in all. Q. No. 1 is compulsory. All questions carry equal marks.

1. (a) Write a short note on Psychoanalytic Approach.  
(b) Content Vs. Context Needs  
(c) Instrumentality  
(d) Cocus of control perception  
(e) Self-esteem and self-efficacy  
(f) Perceptual errors Vs. Attributional errors.
2. Define Personality and briefly explain its meaning. How can Personality be measured using traits? What are the limitations of the traits approach to personality?
3. What is the difference between intrinsic and extrinsic motivation? Also explain the higher order needs explained by Maslow? Why are they so called? Give examples of each need.
4. Explain the perception process. Also discuss the factors related to the perceiver and the situation can affect perception? How?
5. How can the field of human behaviour contribute to both the effective functioning of organizations and to the well being of individuals? Also explain the major challenges associated with human behaviour.
6. Distinguish between emotions and moods. Explain how emotions and moods influence behaviour in organizations.
7. Define learning and describe the two types most applicable to organization/human behaviour :  
operant conditioning and observational learning.
8. Explain the following with examples :
  - (a) Halo effect
  - (b) Sterotyping
  - (c) Projection
  - (d) Pygmalion effect.