

Roll No.

Total Pages : 3

14611

BBA/D-15

UNDERSTANDING HUMAN BEHAVIOUR

PAPER: BBA-201

Time: Three Hours

[Maximum Marks:

Regular: 80

Reappear: 90

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

1. Compulsory Question

- (a) What are the fundamentals principles of Learning?
 - (b) Explain in detail the two factor theory of motivation.
 - (c) Explain psychoanalytic approach.
 - (d) What do you mean by social learning theory?
 - (e) What advice would you give to leaders of a company who are interested in managing their employee's emotions?
 - (f) Explain the Pygmalion effect and Golem effect related to perception.
2. How can the field of human behavior contribute to both the effective functioning of organizations and to the well being of individuals? Are these goals inconsistent? Why or why not?
 3. What are Emotions and Moods and how do they influence people's behavior in organizations? Also explain what does affective events theory in organizations?
 4. Why might two individuals whose personalities are very similar behave in a given situation? Also explain the Big five dimensions of personality.
 5. What do you mean by motivation? What are Maslow's five categories of need and how might each satisfy on the job?
 6. What do you mean by Learning? How is it applicable to the field to human behavior? Also explain how do operant conditioning and observational learning operate in the work place?
 7. How do people come to make judgment about what others are like? In what ways perception process biased, and what can be done about it?

8. Explain in detail:

- (a) Theory X and theory Y and its implications.
- (b) Relation between attention and perception.
- (c) Two factor theory and implications.