

CS/BBA(H)/BIRM/BSCM/SEM-2/BBA-205/2013

2013

PSYCHOLOGY

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words

as far as practicable.

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :

10x1 = 10

i) Behaviour is determined by

a) Genetics

b) Perception and knowledge

c) Environment

d) Interneuron.

ii) Self-observation method is popularly known as

a) observation method

b) experimental method

c) introspection method

d) survey method.

iii) Psychology is the study of human

a) soul b) learning

c) behaviour d) perception.

iv) The right hemisphere of the brain is specialized for

a) language

b) visual and auditory memory

c) comprehension

d) sensation.

v) Id is a storehouse of

a) unconscious drives and urges

b) impulses

c) conscience

d) conflicts.

vi) A permanent change in the behaviour is known as

a) Learning b) Application

c) Memory d) Motivation.

vii) An organised knowledge about the world including the world of words and how they are used, is

a) Episodic memory b) Semantic memory

c) Procedural memory d) Sensory memory.

viii) Which of the following is not an external determinant of attention ?

a) Change b) Movement

c) Interest d) Clarify.

ix) Which part of the nervous system is active when our emotion state is calm and relaxed ?

a) Sympathetic nervous system

b) Para-sympathetic nervous system

c) Hypothalamus

d) Somatic nervous system.

x) Which of the following is not a test for measuring intelligence ?

a) Stanford Binet test

b) The Wechsler scales

- c) Cattell's culture fair test
- d) Cattell's 16 factor test.
- xi) If a worker is constantly chewing gums & nails, putting pencil in his mouth and chewing paan-masala, which stage of Freudian psycho-sexual stages of development is he supposed to be fixated at ?
 - a) Oral stage b) Anal stage
 - c) Phallic stage d) Genital stage.
- xii) One way of measuring personality is where the subject is presented with picture or inkblot patterns, about which he has to write stories. This method is called
 - a) inventories & questionnaires
 - b) interview
 - c) projective tests
 - d) behavioural observation.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. What are the major components of Emotional Intelligence ?
3. What are the internal determinants of attention ?
4. State the interference theory of forgetting.
5. Write a short note on Artificial Intelligence.
6. What is Sternberg's Triarchic Theory ?

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. Discuss the nature and scope of Industrial Psychology in the Indian perspective.

8. a) What do you mean by memory ? How is memory retrieved ?

b) Discuss memory from an information system perspective. 6 + 9

9. Discuss psychological basis of emotion.

10. a) Explain the difference between IQ and EQ.

b) Explain the main components of EQ.

c) Which (IQ or EQ) according to you, is more important in Business management ? Why ?

11. Write short notes on any *three* of the following : 3 5

a) Episodic memory

b) Wechsler Adult Intelligence Scale

c) Errors in perception

d) Gestalt School of thoughts

e) Trait analysis.

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