

Roll No.

BBA-301(O)

**B. B. A. (Third Semester)
EXAMINATION, Dec., 2013**

(Old Course)

Paper First

HUMAN PSYCHOLOGY

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt all questions. All questions carry equal marks.

1. Explain how study of psychology helps a manager to handle human resource ? What are the principles governing industrial psychology ?

Or

"People are same, yet they are different." Comment.

2. Explain the contribution of Sigmund Freud in the development of psychology as a field.

Or

Discuss the basic disciplines and allied areas that make up the field of psychology. Also explain the methods of psychology.

3. Explain the various defence mechanism strategies which people adopt to overcome state of tensions and frustrations.

[2]

Or

Define perception. What factors do affect perceptual selectivity, organization and interpretation of stimuli ? Explain by quoting examples of your own.

4. Differentiate between morale and motivation. Explain Maslow's Need Hierarchy model of motivation.

Or

Explain communication process and discuss various barriers in communication. How can we overcome them ?

5. Discuss various techniques of conducting interviews. Explain how each technique help to guage the psychology of the candidate.

Or

What factors govern the formation of working groups ? Based on your observation or experience, discuss the psychology of working group at shop floor level.

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