

Roll No.

BBA-301(O)

**B. B A. (Third Semester)
EXAMINATION, Dec., 2014**

(Old Course)

Paper First

HUMAN PSYCHOLOGY

Time : Three Hours] [Maximum Marks : 75

[Minimum Pass Marks : 26

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

1. Psychology is the study of behaviour so explain the elements of behaviour which are taught in organisation behaviour.

Or

Highlight the role of Elton Mayo, D. McGregor and A. H. Maslow in understanding of Human Psychology in management discipline.

2. Learning is permanent change in behaviour. Explain various methods taught in learning.

Or

Explain the role of sense organs and mind in understanding and interpreting message used in organisation.

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3. Define perception. How does perception help in understanding the organisational requirements for effective performance.

Or

Explain how attitudes are formed in organisation and define the role of motivation in forming positive attitude.

4. Write in details various methods of training used in the organisation.

Or

Write a note on importance of training in an organisation.

5. Write short notes on any *two* of the following :

- (a) Employment interview
- (b) Illusion and factors which cause illusion in organisation
- (c) A. H. Maslow's theory of motivation
- (d) Psychology and its importance in organisational productivity