



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Second Semester – 2019

Paper: Introduction to Psychology (BBA)

Course Code: BBA-104/PSY-12451 Part – I (Compulsory) Time: 15 Min. Marks: 10

Roll No. in Fig.

Roll No. in Words.

Signature of Supdt.:

ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY.

Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Encircle the right answer cutting and overwriting is not allowed. (10x1=10)

1. A person was involved in a bad car accident three weeks ago in which his best friend died at the scene. Ever since the accident, he has not been able to sleep, thinks about the accident all the time and refuses to ride in a car. He is most likely suffering from:

- a. Depression
- b. Obsessive Compulsive Disorder
- c. Apnea
- d. Acute Stress disorder

2. Once you have started work for an organization through socialization and training it will seek to shape you to fit in and to contribute to achieving its goals. But which of the following is NOT true of socialization?

- a. Socialization is the process by which members of society are taught how to behave and feel by influential members of that society.
- b. Socialization can occur in a country, organization or even in a family.
- c. In the past, socialization theory research has concentrated on the development of adults, but more recently, it has become clear that children are socialized.
- d. When employees start work, they learn to align their work values with those of the organization

3. All of the following are examples of selection procedures used by organizations to match people with jobs except for:

- a. Workload test
- b. Biodata
- c. Interview
- d. None of the above

4. Research has indicated that egocentricity, group polarization and production- blocking all contribute to diminished

- a. Group decision – making
- b. Group cohesiveness
- c. Organizational culture
- d. Group effectiveness

P.T.O.

5. What are the psychological effects of unemployment on individuals?

- a. Depression
- b. Negative self-esteem
- c. Low level of functioning
- d. All of the above

6. External stimuli that lead to goal-directed behavior are called:

- a. Drives
- b. Needs
- c. Incentive
- d. Reciprocal

7. Most psychologist believe that aggression is:

- a. an innate biological response to frustration
- b. linked to sexual drive
- c. a drive that builds up over time and must be released
- d. none of these

8. Psychology may best be described as the scientific study of _____ and _____.

- a. Mental states, physical states
- b. Thoughts, emotions
- c. Behavior, mental processes
- d. Mental health, mental illness

9. Any stimulus that follows a behavior and increases the likelihood that the behavior will be repeated is called a:

- a. Cue
- b. Situational stimulus
- c. Reinforce
- d. Punisher

10. It is defined as a relatively permanent change in behaviour

- a. Learning
- b. Intelligence
- c. Motivation
- d. Emotion



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B.S. 4 Years Program / Second Semester – 2019

Roll No.

Paper: Introduction to Psychology (BBA)

Course Code: BBA-104/PSY-12451 Part – II

Time: 2 Hrs. 45 Min. Marks: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.2. Give short answers: (20)

1. What is the normal reaction to frustration? (4)
2. When does an individual require therapy? (4)
3. Name and define types of Communication (4)
4. Group norms are important to follow. Why? (4)
5. Emotions make person weak. How? (4)

Q.3. Answer the following questions: (30)

1. It is said that Man studies himself. How? Prove your answer with relevant examples. (10)
2. How Biology determines the behaviour? Discuss. (10)
3. Define Motivation. How incentives drive our behavior? (10)

