

## **UNIVERSITY OF THE PUNJAB**

B.S. 4 Years Program / Second Semester - Spring 2022

Paper: Introduction to Psychology (BBA) Course Code: BBA-104

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Time: 3 Hrs. Marks: 60

## THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Answer the following short questions

(10x3=30)

- 1. Process of Effective communication
- 2. Briefly describe case study method
- 3. Briefly describe the bipolar mood disorder
- 4. Define the concept of different level of consciousness in Freud 's Psychotherapy
- 5. Explain factors influence Perception process
- 6. List down the physical change happen in emotional states
- 7. Define and explain persuasion
- 8. Briefly describe survey method
- 9. Explain the role of Psychometrics in field of Psychology
- 10. What is school of thought, give name of three school of thoughts in field of Psychology,
- Q.2. Answer the following questions

(3x10=30)

- 1. Define the concept of frustration and explain the different reactions to frustration.
- 2. Write a detailed note on psychoanalytic theory of personality
- 3. Draw and describe the hierarchy of needs theory given by Abraham Maslow