UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Second Semester – Spring 2023

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

Roll No.
Time: 3 Hrs. Marks: 60

THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Answer the following short questions

(6x5=30)

I How do we improve our emotional Wellbeing.

ii Explain types of thinking

iii Describe persuasion.

iv Define Cognitive Learning

v Define frustration.

vi Explain process of communication.

Answer the following questions

(3x10=30)

- Q.2 write a detailed note on feature and structure of Neuron?
- Q.3Define the concept of emotion. what are the main theories of emotion
- Q.4 Explain psychometric approaches to personality.