

Register Number :

Name of the Candidate :

5 1 9 5

B.B.A. DEGREE EXAMINATION, 2008

(ENGLISH MEDIUM)

(SECOND YEAR)

(PART - III)

(PAPER - IV)

**220 / 610. BUSINESS PSYCHOLOGY AND
BEHAVIOURAL SCIENCES**

(Common with *B.B.A. Computer Applications*)

(Including Lateral Entry)

December]

[Time : 3 Hours

Maximum : 100 Marks

PART - A (10 × 2 = 20)

Answer any TEN questions.

All questions carry equal marks.

Briefly answer any TEN of the following:

1. (a) Individual differences.
(b) Classical conditioning.

Turn over

2

- (c) Interviewing.
- (d) Human relations movement.
- (e) Job evaluation.
- (f) Quality of work life.
- (g) Group cohesiveness.
- (h) Brainstorming.
- (i) Conference leadership.
- (j) Carrot and stick approach.
- (k) Job satisfaction.
- (l) Human engineering.

PART - B (4 × 10 = 40)

Answer any FOUR questions.

All questions carry equal marks.

- 2. Discuss the scope of organisational psychology.
- 3. Explain the factors affecting perception.
- 4. Briefly explain various techniques of job design.

3

- 5. Examine the legal provisions regarding safety of workers in factories.
- 6. What is meant by role conflict ? What are the causes of role conflict ?
- 7. Define counselling. Discuss the types of counselling.

PART - C (2 × 20 = 40)

Answer any TWO questions.

All questions carry equal marks.

- 8. Describe different types of psychological tests, their uses and limitations.
- 9. Explain Hawthorne experiments and their main findings.
- 10. Briefly discuss the different theories of leadership.
- 11. Define morale. Discuss its importance and make suggestions for the promotion of morale in industries.