

Roll No: -----



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, Dec 2017

Program: BBA - Open Elective

Subject (Course): Introduction to Psychology

Course Code: BBOE105

No. of Pages: 02

Semester: III

Max. Marks: 100

Duration: 3hrs

SECTION –A {ALL QUESTIONS ARE COMPULSORY-10 Marks}

Q1.State True or False

1. Leaders and Managers have same meaning.
2. Gender discrimination is always towards women.
3. Environment and psychology are not related.
4. Intra personal communication is between two people.
5. Attitude plays a major role at managing work force.

Q2 Fill in the blanks

1. Leadership is and guiding people.
2. is of two types: Verbal and Non-Verbal.
3.is the electronic or print transmission of messages to the general public.

4. refers to unequal treatment or perceptions of individuals based on their gender.

5. refers to negative experiences due to density

Section B (Short Answer Type-20marks)

Q3 Define the term Leadership and give the characteristics of a leader? 10

Q4 Elaborate the term Interpersonal Communication, how different is it from Intrapersonal Communication? 10

Section C (Analytical Type-20 marks)

Q5 Discuss the Different aspects of Managers and Leaders and its application in the present scenario? 10

Q6 Explain the term Mass Communication? Why it is so relevant, quote examples? 10

Section D (Application Type-50 marks)

Q7 Discuss Gender Discrimination and the Glass Ceiling Effect in detail giving relevant examples? 20

Q8 Elaborate what you understand by Environmental Psychology, Biophilia? Give relevant case study highlighting the issue and its plausible solutions? 30

SECOND SET

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Q2.Fill in the blanks

1. Psychology is the study of and mental processes.
2. study the role of brain functions in behavior.
3. The primary focus of is the diagnosis and treatment of mental and behavioral disorders

4. Founded functionalism.
5. Sigmund Freud propounded theory of

Section B (Short Answer Type-20marks)

- Q3 Define the term Leadership and give the characteristics of a leader? 10
- Q4 Elaborate the behaviorism school of thought? 10

Section C (Analytical Type-20 marks)

- Q5 Discuss the various sub- fields of Psychology in detail? 10
- Q6 Explain the term Mass Communication? Why it is so relevant, quote examples? 10

Section D (Application Type-50 marks)

- Q7 Discuss the different schools of thought in detail give relevant examples? 20
- Q8 Elaborate what you understand by Environmental Psychology, Biophilia? Give relevant case study highlighting the issue and its plausible solutions? 30