

(i) Printed Pages : 2

Roll No.

(ii) Questions : 14

Sub. Code :

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Exam. Code :

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Bachelor of Business Administration (FYUP) 3rd Semester
(2125)

PSYCHOLOGY FOR MANAGERS

Paper : NBBA301 [Common With BBA Business Innovation & Entrepreneurship (FYUP) 3rd Sem. BBA Banking Financial Services & Insurance (FYUP) 3rd Sem.]

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt any *four* short answer type questions from Section –A. Each question in this section carries 5 marks. Attempt any *two* essay type questions each from Section–B and C respectively. Each question in these sections carries 15 marks.

SECTION—A

1. Discuss the factors influencing personality.
2. Explain the components of attitude.
3. Discuss the concept of individual behaviour.
4. Differentiate motivation from morale.
5. Describe the qualities of a leader.
6. What is meant by interpersonal behaviour?

SECTION—B

7. Outline the need and importance of organisational behaviour in today's environment.
8. What is the significance of understanding the personality of an individual in an organisation? Illustrate.
9. Define values. How are they different from attitude? How can attitude of an individual be measured?
10. Define perception. Discuss its process and elements.

SECTION—C

11. Critically evaluate the theories of motivation.
12. What is transactional analysis? Explain its applications in detail.
13. What do you understand by leadership? Explain different styles of leadership.
14. Define conflict. Discuss the reasons that lead to organisational conflict.