

Total No. of Pages:

Register Number:

5541

Name of the Candidate:

B.B.A. DEGREE EXAMINATION, 2011

(SECOND YEAR)

(PART-III- PAPER - IV)

220/610. BUSINESS PSYCHOLOGY AND BEHAVIOURAL SCIENCE

(Common with B.B.A. C.A and Double Degree)

(Including Lateral Entry)

December)

(Time: 3 Hours

Maximum: 100 Marks

PART – A

(10×2=20)

1. Write brief note on any TEN of the following
 - a) Business Psychology
 - b) Attention
 - c) Focus group interview
 - d) Productivity
 - e) Work study
 - f) Safety symbols
 - g) Peer group
 - h) Role conflict
 - i) Participative leader
 - j) Employee Morale
 - k) Job Rotation
 - l) Formal Group

PART – B

Answer any FOUR questions
All questions carry equal marks

(4×10=40)

2. Explain the scope of business psychology in detail.
3. Bring out the applications of psychological tests in business.
4. What are the physical conditions of work? Explain them in detail.
5. Describe the safety measures to be provided in industries.
6. What are the different types of groups? Explain the characteristics of cash group.

7. Illustrate the various types of counselling.

PART – C

Answer any TWO questions (2×20=40)
All questions carry equal marks

8. Discuss the role of behavioural science in management with suitable examples.
9. What do you understand by psychology of attention? How does learning differ from perception? Explain in detail.
10. Enumerate the different styles of leadership with their characteristics.
11. Describe the needs and sources of motivation. Also provide the factors influencing motivation.

jkpHhf;fk;

gFjp - m

VnjDk; gj;J tpdhf;fSf;F tpilasp
midj;J tpdhf;fSf;Fk; rk kjpg;bgz;fs;

1. m) thzpg cstpay;
- M) ftdk;
- ,) neh;fpa FG neh;Kfk;
- <) cw;gj;jpj; jpwd;
- c) gzpg;gog;g[
- C) ghJfhg;g[f; FwpaPLfs;
- v) ,irthd FG
- V) g';F Kuz;ghL
- D) g';nfw;g[jiyth;
- x) gzpahsh; xG';Fzh;t[
- X) gzpr; RHw;rp

xs) Kiwahd FG

gFjp - M

VnjDk; ehd;F tpdhf;fSf;F tpilasp
midj;J tpdhf;fSf;Fk; rk kjpg;bgz;fs;

2. thzpg cstpaypd; vy;iyia tphpthf tpsf;ft[k;
3. thzpgj;jpy; cstpay; nrhjdfspd; gad;ghLfis btspf; bfhzh;f.
4. ntiyapd; ,ay;g[epiyfs; ahit? mtw;iwg; gw;wp tphpthf tpsf;Ff.
5. bjhHpw;rhiyfsy; bra;ag;gl ntz;oa ghJfhg;g[eltof;iffs; gw;wp tpthp.
6. FGtpd; gy;ntW tiffs; vit? xt;bthU tiff; FGtpd; ,ay;g[fisa[k; tpsf;Ff.
7. Mnyhridapd; gy;ntW tiffis vLj;Jf;fhl;Lf.

gFjp - ,

VnjDk; ,uz;L tpdhf;fSf;F tpilasp

8. nkyhz;ikapy; cstpay; mwptpaypd; g';ifjFe;j cjhuz';fSld; tpthp.
9. cstpaypd; ftdk; gw;wp vd;d g[hpe;J bfhz;lha;? fw;wypypUe;J
mwpt[tsh;r;rp vg;go ntWgLfpwJ? tphpthf tpsf;ft[k;.
10. jiyikapd; gy;ntW gh';Ffis mtw;wpd; ,ay;g[fSld; vLj;Jf;-fhl;Lf.
11. brayhf;fj;jpd; njitfisa[k; _y';fisa[k; tpthpf;ft[k;. mj;Jld; brayhf;fj;ijj; J]z;Lk;
fhuzpfisf; bfhLf;ft[k;.