

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) (BBASM)**

Term-End Examination

December, 2024

**BSM-007 : UNDERSTANDING HUMAN
BEHAVIOUR**

Time : 2 Hours

Maximum Marks : 50

Note : *All questions are compulsory.*

1. Answer the following questions :

(a) List any *four* models of Human Behaviour. 1

(b) Define Personality. 1

- (c) What is motivation ? 1
- (d) What does ego mean in psychoanalytic model ? 1
- (e) Define values. 1
- (f) What are emotions ? 1
- (g) Define Job enrichment. 1
- (h) Explain Intrinsic Motivation. 1
- (i) What does Operant Conditioning mean ? 1
- (j) Define the term Employee Behaviour. 1

2. Answer any *five* questions in **100** words each.

Each question carries 2 marks.

Explain the following :

- (a) Human Behaviour 2
- (b) Laws of Perceptual Organisation 2

- (c) Physiological responses in emotions 2
- (d) Centralisation and Decentralisation 2
- (e) Diagonal co-ordination 2
- (f) Informal delegation 2
- (g) Characteristics of attitudes 2
- (h) *Three* stages of Perception 2

3. Answer any *four* questions in **250** words each.

Each question carries 5 marks.

- (a) What is Big five personality model ?

Briefly explain the *five* factors of Big five personality model. 5

- (b) Explain any *two* theories of emotions. 5

- (c) Briefly describe the process of organizational change. 5

- (d) Write a note on Hygiene Factors. 5

(e) What is Memory ? What are the types of
Memory ? 5

(f) Explain Social Learning Theory. 5

4. Answer any *one* question in **500** words. Each
question carries 10 marks.

(a) Explain Leadership and its characteristics.

What are the Leadership functions ? 10

(b) What is organizational culture ? Explain
the types of organizational culture. 10

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