

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

Term-End Examination

December, 2025

**BSM-007 : UNDERSTANDING HUMAN
BEHAVIOUR**

Time : 2 Hours

Maximum Marks : 50

Note : Attempt *all* questions.

1. Answer all the questions. Each question carries 1 mark. 10×1=10
 - (a) Define the term 'behaviour' in organizational context.
 - (b) What are the models of human behaviour ?
 - (c) What does the term 'behaviouristic model' mean ?
 - (d) Define matrix organizational structure.

- (e) What is Counselling ?
- (f) What is Mesomorph ?
- (g) What does pre-arrival stage of socialization explain ?
- (h) Define hygiene factors.
- (i) What is situational stress ?
- (j) What is Organizational Citizenship Behaviour (OCB) ?

2. Answer any *five* questions in about **100** words each. Each question carries 2 marks. 5×2=10

- (a) Define emotions. What are its types ?
- (b) What is open door policy ?
- (c) What is line organization ?
- (d) Define organization culture.
- (e) What is individual difference ?
- (f) What are the *four* dimensions of Jung's Personality Theory.
- (g) What are the sources of values ?
- (h) Describe locus of control.

3. Answer any *four* questions in about **250** words each. Each questions carries 5 marks. 4×5=20

- (a) Define motivation and discuss the ways of motivating employees.
- (b) Explain various models in understanding human behaviour.
- (c) Explain Maslow's Need Hierarchy in detail.
- (d) Describe any *two* theories of personality in detail.
- (e) What is personality ? What are the determinants of personality ?
- (f) Briefly explain cognitive model.

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

1×10=10

- (a) "Values have been described as the foundation of individual behaviour." Comment on this statement.
- (b) Describe the socialization process and explain how it influences attitudes.

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