

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

Term-End Examination

June, 2025

**BSM-007 : UNDERSTANDING HUMAN
BEHAVIOUR**

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all questions.*

1. Answer all questions. Each question carries
1 mark : 10×1=10
- (a) What is Universalism ?
 - (b) Define Value.
 - (c) Define Attitudes.
 - (d) What are the *three* stages of Socialisation ?
 - (e) Mention Erikson's eight life stages.
 - (f) What is Machiavellianism ?

- (g) What is Delegation ?
 - (h) Define Personality.
 - (i) What is internal behaviour ?
 - (j) Mention the models of Human Behaviour.
2. Answer any *five* questions in about **100** words each. Each question carries 2 marks : 5×2=10
- (a) What open door policy ?
 - (b) What is turnover route ?
 - (c) What is line organisation ?
 - (d) What is the source of attitudes ?
 - (e) Describe the difference between type and trait approaches.
 - (f) Describe locus of control.
 - (g) Describe the crises of Erikson's model of personality.
 - (h) List the types of emotions.
3. Answer any *four* questions in about **250** words each. Each question carries 5 marks : 5×4=20
- (a) Describe the sub-systems of Jung's Personality Theory.

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- (b) Differentiate between value and attitudes.
 - (c) What are the factors which affect individual difference ?
 - (d) Describe Allport's size types of values.
 - (e) Briefly explain the importance of personality.
 - (f) Explain the stages of conflict.
4. Answer any *one* question in about **500** words. Each question carries 10 marks.

1×10=10

- (a) Why should organizations give importance to understanding human behaviour ?
- (b) What are the primary factors that influence the evolution of personality ?

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