

Roll No.:

END SEMESTER THEORY EXAMINATION JANUARY-2021

Program:	BBA (Analytics)	Year/Semester:	5th Semester
Course/Subject:	Behavioral Science	Duration:	03:00 Hrs
Course/Subject Code:	06170505	Maximum Marks:	60
		Batch:	2018

Instructions:-

1. Write Your Roll No. on the QuestionPaper.
2. Candidate should ensure that they have been provided correct question paper. Complaint(s) in this regard, if any should be made within 15 minutes of the commencement of the exam. No complaint(s) will be entertainedthereafter.
3. All Questions are compulsory. Marks are indicated against eachquestion.
4. Illustrate your answer with diagram whereverrequired.

SECTION-A

(Very Short Answer Type Questions)

Note: All Questions are compulsory: -

[12X1=12 Marks]

S. No.	Question	Marks Allotted
1	Define the term Behavioural Science.	1
2	Describe the term Behaviourism.	1
3	Tell the meaning of Interpersonal Relationship.	1
4	Outline 2 examples of Nonverbal Communication.	1
5	Discuss the meaning of Motivation.	1
6	Illustrate the concept of Decision Making.	1
7	Describe the meaning of Stress.	1
8	Tell the meaning of Survey.	1
9	Outline any 2 methods of study of Human Behaviour.	1
10	Define the term Behaviour.	1
11	Tell the name of any 2 Behaviourist Theory.	1
12	Tell the name of animal on which Pavlov done his experiment.	1

SECTION-B
(Short Answer Type Questions)

Note: All Questions are compulsory: -

[4X2=8 Marks]

S. No.	Question	Marks Allotted
13	Discuss any one method of study of Human Behaviour.	2
14	Illustrate the process of Communication.	2
15	Explain the process of Decision Making.	2
16	Discuss the concept of Health and Illness.	2

SECTION-C
(Descriptive Answer Type Questions)

Note: All Questions are compulsory: -

[4X4=16 Marks]

S. No.	Question	Marks Allotted
17	Illustrate the Observation Method of study.	4
18	Explain the John Watson Experiment of Behaviourism.	4
19	Illustrate the Principles and Barriers of Communication.	4
20	Identify the need of adjustment at work.	4

SECTION-D
(Long Answer Type Questions)

Note: All Questions are compulsory: -

[4X6=24 Marks]

S. No.	Question	Marks Allotted
21	Describe the meaning, need and limitations of Behavioural Science.	6
22	Illustrate the features, need, and limitations of informal communication with example.	6
23	Discuss the concept of Motivation along with its importance.	6
24	Outline the meaning and causes of Stress along with its Management.	6