

**APPEARANCE OF MOBILE PHONE(S) / SMART DEVICE(S) SUBJECT TO CONSIDERED AS AN
ACT OF CHEATING**

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION; AFFILIATED COLLEGE JUNE 2015
HUMAN BEHAVIOR; BA (H)-411 (PART B)
BBA – III**

Date: June 03, 2015

**Max. Time: 90 Mins
Max. Marks: 30**

SHORT QUESTIONS ANSWERS

INSTRUCTION

Attempt any Ten Questions All Questions Carry Equal Marks (Answer should not more than 4 to 5 lines)

Q.No.1.What is stress, how does it affect us according to Hans Selye?

Q.No.2.Briefly describes the Psychodynamic approach to personality?

Q.No.3.What is the cognitive arousal theory of emotion?

Q.No.4.What does relatively permanent means? And how does experience change what we do?

Q.No.5.What was the basic ideas of structuralism and functionalism, and who were the important people in those early fields?

Q.No.6.What is the important characteristics of attitude?

Q.No.7.Briefly explain the role of cognitive dissonance in changing human attitude?

Q.No.8.How do people get their values from?

Q.No.9.What is the four elements of observational learning?

Q.No.10.Briefly explain the role of selective perception for designing marketing campaign?

Q.No.11.Briefly explain the Cannon Bard theory of emotion?

Q.No.12.What is the four important strategies for coping stress?

Q.No.13.Briefly explain drive reduction approach to understanding motivation?

Q.No.14.What are the different types of motives?

END OF SUBJECTIVE PAPER