

**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 COLLEGES JUNE 2016
HUMAN BEHAVIOR; BA (H)-411 (PART B)
BBA – III**

Date: June 8, 2016

Max. Time: 90 Mins

Max. Marks: 30

INSTRUCTIONS:

- 1. Attempt any 6 questions, all carry equal marks.**
- 2. Do not write anything on the question paper.**
- 3. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

Q1. How the course of human behavior can benefit you in the field of business?

Q2. What do you understand by Motivation? Give various approaches to understanding motivation.

Q3. Differentiate between Central and Peripheral routes of information processing with examples.

Q4. What is Learning? Describe the process of Classical conditioning in detail.

Q5. What are the important characteristics of attitude?

Q6. Briefly explain the role of Karen Horney & Mary Calkins in development of psychology.

Q7. Briefly explain the biological basis of behavior?

Q8. Differentiate between positive and negative reinforcement with example.

Q9. Briefly explain the concept of Thorndike's Law of Effect.

END OF SUBJECTIVE PAPER