

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

Date: December 21, 2016

Max. Time: 100 Mins

Max. Marks: 40

INSTRUCTIONS:

- 1. Attempt any 4 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. Briefly explain the history of psychology.

Q2. Define perception & briefly explain the concept of top-down & bottom-up perception, with example.

Q3. Define Motivation & briefly explain the approaches to understand motivations.

Q4. What are the different theories of Emotions? Describe them in detail.

Q5. What is the meaning of personality? Discuss the various methods of personality assessment.

END OF SUBJECTIVE PAPER