

**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 (BS)-342 (PART B)  
BBA – II**

**Date: December 20, 2016**

**Max. Time: 100 Mins**

**Max. Marks: 40**

**INSTRUCTIONS:**

- 1. Attempt any 6 questions, all carry equal marks. (Answer should not more than 4 to 5 lines).**
- 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. What are the biological basis of behavior and how behavior is formed?
- Q2. Briefly describes the Psychodynamic approach to personality?
- Q3. What was the basic ideas of structuralism and functionalism, and who were the important people in those early fields?
- Q4. Briefly explains the role of cognitive dissonance in changing human attitude?
- Q5. Define emotion and briefly explain the James Lange theory of emotion?
- Q6. Define persuasion & explain the elements of persuasion?
- Q7. What are the four common ways to gain the compliance of consumer used by sales force?
- Q8. Briefly explains the General Adaptation Syndrome with suitable example?
- Q9. Why are people prejudiced, & how can prejudice be stopped?

**END OF SUBJECTIVE PAPER**