

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 JUNE 2017; AFFILIATED COLLEGES
HUMAN BEHAVIOR BA(BS)-342
BBA – II**

Date: June 7, 2017

Max. Time: 1.5 Hrs

Max. Marks: 30

INSTRUCTIONS:

- 1. Attempt any 3 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. What is Observational Learning? Discuss the role of advertisement in increasing problem behaviour in people, with real life examples.

Q3. Define perception & briefly explain the concept of top-down & bottom-up perception, with example.

Q4. Define Motivation & briefly explain the approaches to understand motivations.

Q5. What are the different theories of Emotions? Describe them in detail.

END OF SUBJECTIVE PAPER