

College Name: _____

Seat No: _____ Student's Name: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION DECEMBER 2017; AFFILIATED COLLEGES
HUMAN BEHAVIOR; BA (H)-411
BBA – III**

Date: December 20, 2017

Max Time: 100 Mins

Max Marks: 40

INSTRUCTIONS:

- 1. Attempt any 4 questions. Write only relevant and brief answers.**
- 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 Define motivation & briefly explain the different approaches to understanding motivation.

Q2 Briefly explain the human attentional processes.

Q3 Define personality and what are the different theories of personality. Discuss.

Q4 How attitude is formed? Briefly explain the functions of attitudes.

Q5 Write short notes on the following:

- 1- Stress
- 2- Prejudice
- 3- Stereotyping

END OF SUBJECTIVE PAPER