

POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2021

Programme: BBA/BI/TT/BCIS/BHCM/BHM

Full Marks: 100

Course: General Psychology

Pass Marks: 45

Time: 3 hrs.

Candidates are required to answer in their own words as far as practicable. The figures in the margin indicate full marks.

Section "A"

Very Short Answer Questions

Attempt all the questions. [10×2]

1. List out the different perspectives of Psychology.
2. Define altruism and reciprocal altruism with example.
3. What does the term absolute threshold refer?
4. Differentiate between perceptual ambiguity and subliminal perception.
5. Give an example of "Concept" and "Prototype".
6. What is stress? How can we cope with stress?
7. Define amnesia. Briefly define its types.
8. Explain insight learning by W.H Kohler in brief.
9. Briefly define Cannon-Bard Theory of emotion.
10. Define personality in terms of overt or covert behavior?

Section "B"

Descriptive Answer Questions

Attempt **any six** questions. [6×10]

11. Define historical development of psychology.

OR

Explain different research methods of psychology.

12. Explain the significance of human brain based on its structure and function.

OR

What is Endocrine system? Explain various function of glands in the system.

13. What is Gestalt principle of perceptual organization? Explain.
14. Differentiate between classical conditioning and operant conditioning with example.
15. Suppose you are a manager of Chaudhary Group, your employees conducted general strike to raise the salary. How will you try to address this problematic situation with "Three-Problem solving steps (1. Preparation, 2. Production, 3. Judgement)"?

OR

Define problem solving. Explain types and elements of thinking.

16. In managerial perspectives, please rank these, three theories of motivation.
 - a) Expectancy theory

- b) Equity theory and
 - c) Goal Setting Theory) with relevant explanation.
17. Define personality. Explain Freudian theory of personality.

Section "C"

Case Analysis

18. *Read the case situation given below and answer the questions that follow:*
[20]

You have been getting a lot of complaints recently from your boss about the consistent tardiness of your department's sales associates at a large retail store. The time sheet record indicate that your people's average startup time is about 10 minutes late. Although you have never been concerned about the tardiness problem, your boss is really getting upset. He points out that the tardiness reduces the amount of time associates are providing assistance and replenishing items on display. You realize that the tardiness is a type of avoidance behavior-it delays the start of a very boring job. Your work group is very cohesive, and each of the members will follow what the group wants to do. One of the leaders of the group seems to spend a lot of time getting the group into trouble. You want the group to come in on time, but you don't really want a confrontation on the issue because, frankly, you don't think it is important enough to risk getting everyone upset with you. You decide to use an O.B. Mod. (Organizational Behaviour Modification) approach.

Case Questions:

- a) Trace through the five steps in the O.B. Mod. (Organizational Behaviour Modification) Model to show how it could be applied to this tardiness problem.
- b) Do you think the approach you have suggested in your answer will really work? Why or why not?
- c) Positive and Negative reinforcement both make behavior to strengthen. Justify
- d) Do you think the approach of the Classical Conditioning Learning applicable to address this tardiness problem? Why or why not?