

**BACHELOR OF BUSINESS  
ADMINISTRATION (SERVICE  
MANAGEMENT) (BBASM)**

**Term-End Examination**

**December, 2025**

**BSM-007 : UNDERSTANDING HUMAN  
BEHAVIOUR**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note : Attempt *all* questions.**

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1. Answer all the questions. Each question carries 1 mark. 10×1=10
  - (a) Define the term 'behaviour' in organizational context.
  - (b) What are the models of human behaviour ?
  - (c) What does the term 'behaviouristic model' mean ?
  - (d) Define matrix organizational structure.

- (e) What is Counselling ?
  - (f) What is Mesomorph ?
  - (g) What does pre-arrival stage of socialization explain ?
  - (h) Define hygiene factors.
  - (i) What is situational stress ?
  - (j) What is Organizational Citizenship Behaviour (OCB) ?
2. Answer any *five* questions in about **100** words each. Each question carries 2 marks. 5×2=10
- (a) Define emotions. What are its types ?
  - (b) What is open door policy ?
  - (c) What is line organization ?
  - (d) Define organization culture.
  - (e) What is individual difference ?
  - (f) What are the *four* dimensions of Jung's Personality Theory.
  - (g) What are the sources of values ?
  - (h) Describe locus of control.

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3. Answer any *four* questions in about **250** words each. Each questions carries 5 marks.  $4 \times 5 = 20$

- (a) Define motivation and discuss the ways of motivating employees.
- (b) Explain various models in understanding human behaviour.
- (c) Explain Maslow's Need Hierarchy in detail.
- (d) Describe any *two* theories of personality in detail.
- (e) What is personality ? What are the determinants of personality ?
- (f) Briefly explain cognitive model.

4. Answer any *one* question in about **500** words. Each question carries 10 marks.

$1 \times 10 = 10$

- (a) "Values have been described as the foundation of individual behaviour." Comment on this statement.
- (b) Describe the socialization process and explain how it influences attitudes.

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