

**BACHELOR OF BUSINESS  
ADMINISTRATION(SERVICE  
MANAGEMENT) (BBASM)  
Term-End Examination**

**June, 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 questions. Each question carries  
1 mark : 10×1=10
  - (a) What is Universalism ?
  - (b) Define Value.
  - (c) Define Attitudes.
  - (d) What are the *three* stages of Socialisation ?
  - (e) Mention Erikson's eight life stages.
  - (f) What is Machiavellianism ?

- (g) What is Delegation ?
  - (h) Define Personality.
  - (i) What is internal behaviour ?
  - (j) Mention the models of Human Behaviour.
2. Answer any *five* questions in about **100** words each. Each question carries 2 marks : 5×2=10
- (a) What open door policy ?
  - (b) What is turnover route ?
  - (c) What is line organisation ?
  - (d) What is the source of attitudes ?
  - (e) Describe the difference between type and trait approaches.
  - (f) Describe locus of control.
  - (g) Describe the crises of Erikson's model of personality.
  - (h) List the types of emotions.
3. Answer any *four* questions in about **250** words each. Each question carries 5 marks : 5×4=20
- (a) Describe the sub-systems of Jung's Personality Theory.

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- (b) Differentiate between value and attitudes.
  - (c) What are the factors which affect individual difference ?
  - (d) Describe Allport's size types of values.
  - (e) Briefly explain the importance of personality.
  - (f) Explain the stages of conflict.
4. Answer any *one* question in about **500** words. Each question carries 10 marks.

1×10=10

- (a) Why should organizations give importance to understanding human behaviour ?
- (b) What are the primary factors that influence the evolution of personality ?

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