



No. of Pages - 03
No of Questions - 07

SCHOOL OF ACCOUNTING AND BUSINESS
BSc. (APPLIED ACCOUNTING) GENERAL / SPECIAL DEGREE
PROGRAMME

YEAR I SEMESTER I (Group B)
END SEMESTER EXAMINATION – March 2015

MGT 10125 Fundamentals of Sociology and Psychology

Date : 14th March 2015
Time : 9.00 a.m. – 11.30 a.m.
Duration : Two and Half (02 1/2) hours

Instructions to Candidates:

- Answer only five (05) questions
- The total marks for the paper is 100.
- The marks for each question are shown in brackets.
- Answers should be written neatly and legibly.

Question No. 01

- i. Briefly describe the terms ‘sense’ and ‘sensation’.
(05 Marks)
 - ii. “Accuracy of perception plays a greater role in decision making in organization as well as in social life of man”. Explain the factors which can affect the accuracy of perception.
(09 Marks)
 - iii. Compare and contrast Halo Effect and Stereo type.
(06 Marks)
- (Total 20 Marks)**

Question No. 02

- i. Define the term personality.
(05 Marks)
 - ii. Briefly describe the Freudian perspective of mind explanation.
(05 Marks)
 - iii. Explain Sigmund Freud’s psychosexual stages of personality development with examples.
(10 Marks)
- (Total 20 Marks)**

Question No. 03

- i. A positive, negative, or mixed predetermined reaction to a person, object, or idea, expressed at some level of intensity is called Attitude. Describe the contents of this statement.
(10 Marks)
 - ii. ‘Changing of an attitude is comparatively difficult than perception’. Explain.
(06 Marks)
 - iii. List down the factors why people have attitudes?
(04 Marks)
- (Total 20 Marks)**

Question No. 04

i. Define learning.

(05 Marks)

ii. Briefly describe the key elements of classical conditioning.

(10 Marks)

iii. List down the critiques for behavioural learning theory.

(05 Marks)

(Total 20 Marks)

Question No. 05

i. Define the term Sociology.

(05 Marks)

ii. Briefly discuss functionalist and conflict perspectives in sociological view point.

(10 Marks)

iii. State the terms Culture and Norms

(05 Marks)

(Total 20 Marks)

Question No. 06

i. What do you meant by social institutions?

(05 Marks)

ii. Briefly explain five social institutions with examples.

(10 Marks)

iii. Why family is an important organization in sociological concern?

(05 Marks)

(Total 20 Marks)

Question No. 07

Write short notes on following topics

- i. Socialization
- ii. Psychoanalysis
- iii. Agents of socialization
- iv. Perceptual process
- v. Personality development

(04 Marks X 05= 20 Marks)