



Institute of Management
JK Lakshmipat University, Jaipur
END TERM EXAMINATION-2019 Backlog

Course: Introduction to Social Psychology
Course code: HR10
BBA : 1st Sem

Maximum Marks: 50
Time: 2 Hours

Instructions: Attempt any three questions from Section A, each question carries 10 marks. Section B is compulsory, carrying 20 marks.

Section A

1. Explain the various factors which may lead to aggression in human. What are the mechanisms to control it? (10 marks)
2. Define group? Discuss the cost and benefit of joining a group with a real life example. (10 marks)
3. Draw and Explain Kelley's theory of attribution. (10 marks)
4. Why people some people show helping behavior? Who according to you is one such person explain with example. (10 marks)
5. Write short notes on (any 2)
 - a. Self-control
 - b. Self esteem
 - c. Theory of planned behavior(10 marks)

Section B

Images of two incidents are given below. Analyze the incidents and explain what the factors instrumental in influencing behaviour shown are. How a particular behavior can restricted or encouraged. Give your explanation separately for images 1 and 2.

