



BHARTIYA SKILL DEVELOPMENT UNIVERSITY

School of Entrepreneurship Skills

Session: 2021-22 (Summer Semester)

B. Voc. Program, I Semester,

Backlog/Make-Up Examination

Registration No.:

Course Code: SES1106

Course Name: Fundamentals of Psychology

Time: 2 Hour

Max. Marks: 50

Section - A

Q1) Objective type questions (10 * 01 = 10 Marks)

- 1) Psychology is said to be the scientific study of ____ and ____.
 - a) Behaviour, mental processes
 - b) Mental illness, Mental health
 - c) Physical states, mental states
 - d) None of the above
- 2) Who has given the hierarchy of needs hierarchy theory of motivation?
 - a) Abraham Maslow
 - b) David McClelland
 - c) Victor Vroom
 - d) None of the above
- 3) ____ is the set of forces that energize, direct, and sustain behaviour.
 - a) Motivation
 - b) Expectancy
 - c) Empowerment
 - d) Socialization
- 4) Which of the following is NOT a dimension of attitude?
 - a) cognition
 - b) conation
 - c) perception
 - d) All of the above
- 5) Which factor leads to good performance?
 - a) Employee desires for the reward
 - b) The individual must have ability to perform the job
 - c) The performance appraisal system must be excellent
 - d) None of the above
- 6) Psychology is a -
 - a) Biological science
 - b) Physical science
 - c) Social science
 - d) Natural science
- 7) Taste depends:
 - a) On one's taste buds and the smell, temperature and texture of food
 - b) Only on one's taste buds
 - c) Only on smell and texture of food
 - d) None of the above

- 8) Intelligence can be defined as -
- a) Knowledge of great many facts
 - b) Getting good grades in school
 - c) Ability to think abstractly and learn from experience
 - d) All of the above
- 9) Rahul is a software engineer in IT Company in Pune. He was happily married and had a two-year-old daughter. He performed very well during last two years and was due for promotion. But in an organization reshuffle, he was offered to move to Kolkata if he wants to avail promotion opportunity. After thoughtful consideration, he decided to decline the offer and decides to stay with his family in this current position in company. Which need Rahul has satisfied in this example?
- a) Alderfer's relatedness need
 - b) Maslow's esteem need
 - c) Alderfer's existence need
 - d) Maslow's Security need
- 10) Sensation is to _____ as perception is to _____.
- a) vision, olfaction
 - b) conscious, unconscious
 - c) awareness, interpretation
 - d) taste, vision

Section B

2) Short type Questions (04 * 04 = 16 Marks)

1. Discuss briefly the concept and importance of motivation.
2. Explain briefly concepts of Learning and Memory.
3. Why is employee retention important?
4. Define the concept of Attitude. Briefly discuss the Characteristics of Attitude

Section C

3) Essay type Questions (04 * 06 = 24 Marks)

1. Describe briefly the concept, nature and scope of Psychology.
2. Define and explain briefly the concept and determinants of personality.
3. Describe the concept and nature of Perception.
4. What is the importance of Personality Development?



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ANSWER KEYS

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Section B

2) Short type Questions (04 * 04 = 16 Marks)

1. Discuss briefly the concept and importance of motivation.

Answer- Motivation is the word derived from the word 'motive' which means needs, desires, wants or drives within the individuals. It is the process of stimulating people to actions to accomplish the goals. Motivation is a very important for an organization because of the following benefits it provides:

Puts human resources into action- Every concern requires physical, financial and human resources to accomplish the goals. It is through motivation that the human resources can be utilized by making full use of it. This can be done by building willingness in employees to work. This will help the enterprise in securing best possible utilization of resources.

Improves level of efficiency of employees- The level of a subordinate or an employee does not only depend upon his qualifications and abilities. For getting best of his work performance, the gap between ability and willingness has to be filled which helps in improving the level of performance of subordinates. This will result into-

- Increase in productivity,
- Reducing cost of operations, and
- Improving overall efficiency.

2. Explain briefly concepts of Learning and Memory.

Answer- Learning and memory are closely related concepts. Learning is the acquisition of skill or knowledge, while memory is the expression of what you've acquired. Another difference is the speed with which the two things happen. If you acquire the new skill or knowledge slowly and laboriously, that's learning. If acquisition occurs instantly, that's making a memory.

Learning is the lifelong process of transforming information and experience into knowledge, skills, behaviors, and attitudes.

According to Kingsley and Garry, "Learning is a process by which behavior is originated or change through practice or training."

Learning is a broad term. Learning includes all activities which affect children. Along with the growing process, the mental development of the child occurs. As a result, changes take place in his behavior continuously. The child goes on learning through experiences.

Memory is the ability to take in information, store it, and recall it at a later time. In psychology, memory is broken into three stages: encoding, storage, and retrieval. Memory is the faculty of the brain by which data or information is encoded, stored, and retrieved when needed. It is the retention of information over time for the purpose of influencing future action. If past events could not be remembered, it would be impossible for language, relationships, or personal identity to develop.

3. Why is employee retention important?

Answer- Following are the Benefits of Employee Retention

1. **Reduced costs-** Turnover is expensive—period. Recruiting and on boarding new hires is time consuming and especially detrimental when paired with severance costs. In addition, inexperienced employees can reduce the quality of your customer experience, causing revenue loss. Save your organization time and money with a solid retention strategy.
2. **Improved morale-** When valued employees leave, it's a downer for their team members. Effective retention strategies can boost morale. When employee morale is high, the workplace becomes a more positive place. Positivity rubs off on employees, making them believe their company is a great place to work. Happy employees are likely to stay and become great advocates for your company.
3. **Increased productivity-** Productivity and engagement tend to be higher among tenured employees. Long-term employees have had time to develop their abilities, can accomplish tasks within a shorter amount of time, and are more committed to the success of the business.
4. **Increased customer experience-** Focusing on retention makes employees happy. And employees who are happy exude that feeling to customers. Employee happiness correlates with high engagement, and high engagement leads to better customer service.
5. **Less time spent recruiting and training-** Employee Retention helps manager to decreasing the amount of time spent interviewing and on boarding new hires, and thus they can spend more time investing in strategic initiatives that improve the employee experience and prevent turnover.
6. **Improved company culture-** Employee Retention also helps to engage and retain the employees, who more connected to their work, their team, and your company culture. And with low turnover, the organisational norms will be naturally adopted and maintained in the every-day employee experience.
7. **Higher employee engagement-** Research shows that there is a direct link between employee engagement and retention. Employees who are highly engaged are 1.8 times more likely to say they will be working at their current organization a year from now.

4. Define the concept of Attitude. Briefly discuss the Characteristics of Attitude.

Answer- In psychology, an attitude refers to a set of emotions, beliefs, and behaviors toward a particular object, person, thing, or event. Attitudes are often the result of experience or upbringing, and they can have a powerful influence over behavior.

Following are the important Components of Attitude-

Cognitive Component: Your thoughts and beliefs about the subject

Affective Component: How the object, person, issue, or event makes you feel

Behavioural Component: How attitude influences your behaviour

Attitudes can also be explicit and implicit. Explicit attitudes are those that we are consciously aware of and that clearly influence our behaviours and beliefs. Implicit attitudes are unconscious but still have an effect on our beliefs and behaviours.

Characteristics of attitudes- Attitude can be characterized by:

- **Affective Cognitive consistency:** The degree of consistency between the affective and cognitive components influences the attitude—behavior relationship. That is, the greater the consistency between cognition and evaluation, the greater the strength of the attitude-behavior relation.
- **Strength:** Attitudes based on direct experience with the object may be held with greater certainty. Certainty is also influenced by whether affect or cognition was involved in the creation of the attitude. Attitudes formed based on affect are more certain than attitudes based on cognition

Section C

3) Essay type Questions (04 * 06 = 24 Marks)

1. Describe briefly the concept, nature and scope of Psychology.

Answer- Psychology is the study of the mind and behavior. The discipline embraces all aspects of the human experience—from the functions of the brain to the actions of nations, from child development to care for the aged.

- Psychology is the scientific investigation of how people behave, think, and feel. It includes underlying mechanisms that involve the environment, biology, and the mind.
- Psychological investigations try to describe, predict, analyse, and create actionable outcomes that help people. Actionable outcomes include therapy, learning design, altering protocols at a workplace, etc.

Scope:

1. Clinical psychology – the study, assessment, prevention, coping, and treatment of mental health issues and disorders
2. Organizational & industrial psychology – the study of how professional environments function with respect to employment, assessment & recruiting, workplace wellbeing, conflict resolution, team building, etc.
3. Social psychology – the study of how people interact in social contexts and what variables affect social behaviour, identity, and cognition.
4. Cognitive psychology – the study of mental processes that enable thinking, feeling, language, art, etc.
5. Behavioural psychology – the study of human and animal behaviour.
6. Developmental psychology – the study of specific factors relevant to a certain age group or developmental stage across a lifespan and trends across the lifespan

2. Define and explain briefly the concept and determinants of personality.

Answer- Personality is viewed as the sum and organization of those traits which determine the role of the individual in the group. Personality can be defined as those inner psychological characteristics that both determine and reflect how a person thinks and acts in an environment.

According to K. Young, "Personality is a patterned body of habits, traits, attitudes and ideas of an individual, as these are organized externally into roles and statuses, and as they relate internally to motivation, goals, and various aspects of selfhood."

Personality is all that an individual is and has experienced so far as this "all" can be comprehended as unity. The term personality refers to the habits, attitudes, and other social traits that are characteristic of a given individual's behaviour.

Determinants of Personality:

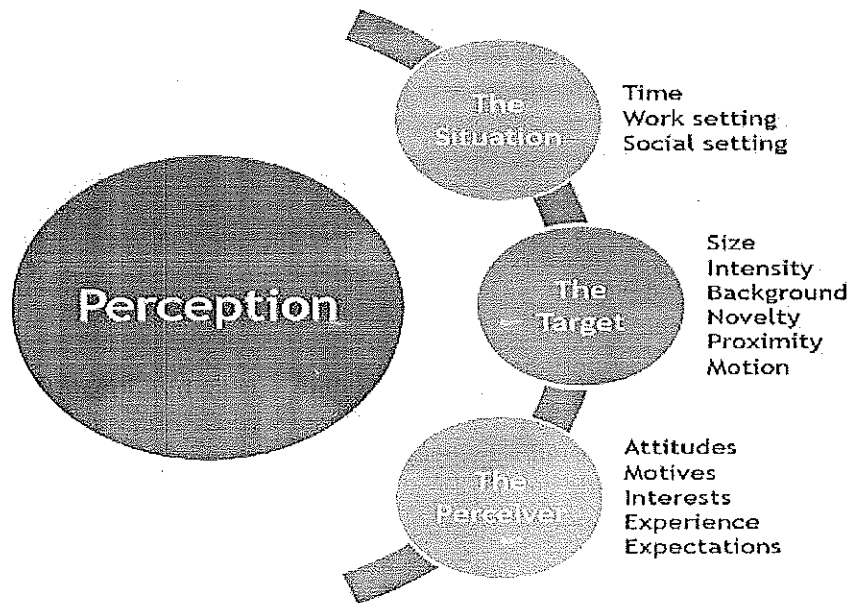
Personality is a result of the combination of four factors, i.e., physical environment, heredity, culture, and particular experiences. The determinants of personality can be grouped in five broad categories:

1. Biological Factors

2. Cultural Factors
3. Family Factors
4. Social Factors
5. Situational Factors

3. Describe the concept and nature of Perception.

Answer- Perception is a process by which people regard, analyze, retrieve and react to any kind of information from the environment. For example, some people feel happy about earning money while others feel happy about spending money. The factors which affect the perception are shown in the figure below:



Process of Perception

- **Reception:** In this process, a person receives the information through stimuli.
- **Selection:** This is governed by two types of factors:
 - **External factors:** These are size, intensity, proximity, motion and novelty.
 - **Internal factors:** These are attitude, motives, experiences, interests and expectations.
- **Organization:** It is the process by which we sort stimuli into a meaningful pattern. It involves the following:
 - **Grouping:** Assembling of stimuli on the grounds of similarity.
 - **Proximity:** This is the closeness of stimuli to one another that affects perception.
 - **Closure:** It is the ability to organize stimuli so that together they form a whole pattern.
- **Interpretation:** It is the formation of an idea about the information that is sensed, selected and organized. It involves the following phenomena: primacy effect, selective perception, stereotyping, halo effect, projection and expectancy effect.

Importance of Perception- Perception plays a pivotal role in an organization as it influences the following:

- Interpersonal work relation.
- Selection of employees.
- Performance appraisal

4. What is the importance of Personality Development?

Answer- Personality is nothing but the aggregate conglomeration of memories and incidents in an individual's entire life span. Environmental factors, family background, financial conditions, genetic factors, situations and circumstances also contribute to an individual's personality.

Personality development is defined as a process of developing and enhancing one's personality. Personality development helps an individual to gain confidence and high self-esteem. Personality development also is said to have a positive impact on one's communication skills and the way he sees the world. Individuals tend to develop a positive attitude as a result of personality development.

Importance of personality development.

Personality development grooms an individual and helps him make a mark of his/her own. Individuals need to have a style of their own for others to follow them. Do not blindly copy others. You need to set an example for people around. Personality development not only makes you look good and presentable but also helps you face the world with a smile in the following ways-

1. Provides clarity about your personal vision: Isn't it true that when we plan the next day the night before, we end up getting a lot more done. Working on our personalities work in a similar way. Because we are actively working on ourselves, we keep gaining a better understanding of who we are; this helps establish clear goals and targets and finally with those goals and targets established, we have a better understanding of what we are to do to achieve those goals.
2. Enhances current skill-set: Learning and personal growth are the cornerstones of personality development (it's *development* so the hint is in the name). In today's world where all the information is available at the click of a button, enhancing your skill-set has become easier than ever. From learning from your mentors, taking online courses to immersing yourself in the books specific to your domain, the possibilities are endless.
3. Helps identify true potential: Hockey Hall of Famer Wayne Gretzky famously said, "*You miss 100% of the shots you don't take*". So, unless you *really* work on your skills and abilities, you will never really know what your true potential was. But when you do work on the skills and abilities, you learn to push your boundaries and explore new things because you now know how to best utilize your knowledge.
4. Allows you to take control: And in that sense personal development is empowering as it lets you take control of things. Since *you* know you are improving constantly, it become all the easier to remain confident and motivated. This results in increased productivity and performance, which finally translates to the feeling of fulfilment (remember, this was the void we talked about at the beginning of this section!).
5. Shifts focus on the bigger picture: What else happens when you are constantly focused on your own development? You acknowledge your shortcomings and hold yourself accountable for your mistakes. This is the level of self-awareness that helps you look at the big picture and allows you to be gentle on yourself when things are beyond your control.