

6

BSc(SWE), 2<sup>nd</sup> Sem.

Date: February 16, 2023 (Afternoon)

ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)  
ORGANISATION OF ISLAMIC COOPERATION (OIC)  
**DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT**

Mid-Semester Examination

Course No. : HUM 4249

Course Title : Business Psychology and Communications.

Summer Semester, A. Y. 2021-2022

Time : 1.5 hours

Full Marks : 75

Answer **all 3 (three)** questions. All questions carry equal marks. Marks of each question and corresponding CO and PO are written in the right margin with brackets.

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1. a) What is the idea behind Freud's psychodynamic view of personality? Describe the three major parts of the mind. 10 (CO1)  
(PO6)
- b) Explain the defensive mechanisms of preventing anxiety with proper examples. 10 (CO1)  
(PO6)
- c) Explain how classical conditioning, operational conditioning, and observational learning are related to personality. 05 (CO2)  
(PO6)
2. a) Briefly discuss the theory of motor stage development of infant. Explain the following term of psychological development of child: 12.5 (CO1)  
(PO1)
  - I. Easy temperament, difficult temperament and slow to warm temperament.
  - II. Securely Attached, avoidant and ambivalent.
- b) Briefly discuss the Piaget's stages of cognitive development. Explain the Kohlberg stages of moral reasoning. 12.5 (CO2)  
(PO8)
3. a) Discuss the eight life force and nine learned human wants from the book "cash advertising". 10 (CO1)  
(PO1)
- b) Describe the any five principles of advertising psychology with proper examples. 15 (CO2)  
(PO8)