

Seat No. : _____

NG2-114

December-2015

SY M.B.A., Integrated

Humanities – I

Time : 2 Hours]

[Max. Marks : 50

1. What is Psychology ? Explain in detail different methods of Psychology. **10**

OR

Define Creative thinking and discuss its stages in detail.

2. Define Personality and explain the various types of personality. **10**

OR

Define Personality traits and explain the techniques to measure personality.

3. Define Business Environment. Explain the macro economic scenario of business environment. **10**

4. Discuss the nature of business environment and explain Ackerman's model with reference to business environment. **10**

OR

(a) Outline the barriers to social responsibility. **5**

(b) Discuss the limiting factor of social responsibility. **5**

5. Define Business Ethics. Explain how to manage ethics in business. **10**
