

Seat No. : \_\_\_\_\_

**N30-121**

**December-2014**

**2<sup>nd</sup> Year M.B.A. (KS) (Integrated)**

**Humanities – 1**

**Time : 2 Hours]**

**[Max. Marks : 50**

**Instructions :** (1) **All** questions are compulsory.  
(2) Each questions carry equal marks.

1. (A) Explain the process of creative thinking psychology in detail. **5**  
(B) Write a short note on Experimental Psychology Method. **5**

2. Explain the definition and meaning of Personality. Discuss the factors of Personality Development. **10**

**OR**

Explain the measurement of Personality in detail.

3. (A) Why the modern business culture is more concerned to adopt organizational change ? Explain with example. **5**  
(B) Define the types of Business environment. How the human resource, finance and marketing factors affect the business strategic decision ? **5**

**OR**

Write a short note on Micro Environmental factors of business. **10**

4. Discuss the arguments in support of and against of social responsibilities of businesses. **10**

**OR**

Explain the strategy for the implementation of CSR plan.

5. Discuss various machine organizations use to manage ethics. **10**

**OR**

Why ethical decision making is difficult? Discuss the ways to overcome these difficulties.