


National University of Computer and Emerging Sciences, Lahore Campus

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|  | Course Name: | Psychology | Course Code: | SS 2019 |
| | Degree Program: | BSBA | Semester: | Spring 2025 |
| | Duration: | 20 Minutes | Total Marks: | 15 |
| | Date: | 12-02-2025 | Weight | 3 Absolutes |
| | Section: | 4B | Content | Chapter No.1 |
| | Quiz: | 1 | Course Instructor | Ms. Aisha Bano |

Student : Name: _____ Roll No. _____

Instruction/Notes: Overwritten answer will be marked Zero

Q-2 A) Match Column A with Column B and write the correct alphabet answer in Column C. [Marks:5 CLO-1]

| Column A | Column B | Column C |
|---|--|----------|
| 1. Gestalt | A) S-O-R formula | H |
| 2. Behaviorism | B) Clinical Psychology | A |
| 3. Cognitive model | C) Freedom of choice | K |
| 4. Psychodynamic | D) Individual differences | E |
| 5. Wilhelm Wundt | E) Focuses on unconscious | F |
| 6. Humanistic model | F) Father of scientific psychology | C |
| 7. Abnormal Psychology | G) Father of modern psychology | B |
| 8. Personality Psychology | H) Whole is greater than the sum of its parts | D |
| 9. Experimental Psychology | I) Selection, training, productivity at workplace | J |
| 10. Industrial/ organizational Psychology | J) Investigates learning, memory, perception etc | I |
| | K) Behavior= thoughts, feelings, states of consciousness | |

B) Fill in the blanks

[Marks:5 CLO-1]

- The first experimental laboratory in psychology was established in the year 1879 at Leipzig, Germany.
- Introspection is known as the process of careful and systematic analysis of one's own conscious experience by Wilhelm Wundt.
- Behaviors commonly associated with Thanatos/ death instinct involve aggression, hatred, and revenge.
- Reinforcement is the process of encouraging/strengthening some pattern of human behavior.
- Clinical psychology deals with diagnosis, cause, and treatment of psychological disorders.

Q-2 Draw and label the diagram of Freudian Iceberg by indicating structure of mind. Explain each level with an example. [Marks:5 CLO-1]

Freud's View of the Human Mind:
The Mental Iceberg

