

The LNM Institute of Information Technology, Jaipur

Introduction to Psychology

End Term Examination

Date: 27/04/2015

Time: Three hrs.

Total Marks: 50

Instructions:

- Attempt all the questions.
- Answers should include relevant concept/ theories/ examples in a logical manner.
- Refrain from bulking your answer script by writing unnecessary stories/ details.

Word Limit: Between 300- 400 words

Q 1. According to you, what is Psychology? Why one should study Psychology? Give proper rationale for your answer.

7 Marks

Q 2. Critically analyze the functions of Short term memory for overall memory system. Discuss the role of different types of coding in influencing what we remember? Also discuss the real life implications of “serial position curve”.

8 marks

Q 3. In what manner the cognitive processes of learning, memory, perception, motivation and emotion are linked together. Analyze this connection with real life examples.

7 Marks

Q 4. Describe different perspective to understand the concept of Stress. According to you, which coping strategy is best to cope with stress and why?

7 Marks

Q 5. Define and describe different types of heuristics. Analyze the “ease and difficulties” associated with heuristics in decision making process in a given social situation.

7 Marks

Q 6. After going through the reading on “To assimilate or acculturate” what and why you think would be bringing the best results for getting adjusted with a culture.

7 Marks

Q 7. What is social influence? Why do people “Conform”? Critically analyze the advantages and risks associated with Conformity.

7 Marks