

Date: 23/02/2015

Total Marks: 30

Time: 1.30 hrs.

**Section A**

**Instruction: Every correct answer will be rewarded .50 marks. There will negative marking of .25 marks for an incorrect response.**

1. Psychology is .....

- a. The scientific study of behavior and mental processes.
- b. A natural science integrating physiology and neurology
- c. The study of human origins, evolution, and cultures

2. Psychologists used animals in experiments in order to

- a. Investigate problems that cannot be studied with human subjects in order to discover principles that apply to human behavior
- b. Comply with government prohibitions against any unpleasant experiments using human subjects
- c. Avoid using unreliable human subjects
- d. Eliminate the effects of anthropomorphic fallacy.

3. Which of the following is one of the main precepts of scientific psychology?

- A. Idealism                      B. Empiricism                      C. Subjectivism                      D. Naturalism

4. A positive correlation indicates that as one variable goes up, the other variable also goes\_\_\_\_\_.

5. Students are asked to complete a survey on how much sleep they got before a big exam. Researcher then compare their test scores with how much sleep each student got before the test. The amount of sleep students reported is the\_\_\_\_\_variable.

6. The process of perception is possible without sensation. True/ False...Give reason

7. The ability to view the world in three dimensions and to perceive distance—a skill known as depth perception—is largely a result of:

- A. Feature Analysis                      B. Binocular disparity                      C. Figure-background                      D. Distance

9. Bottom-up processing consists of

- A. Conceptually Driven processing                      B. Data driven processing                      C. Childhood experiences

3. The goals of psychology are to describe, understand, \_\_\_\_\_and control behavior.

10. "The whole is greater than the sum of its parts" is represented by which of the following?

- A. The Structuralist                      B. The Behaviourist                      C. The Gestalt psychology

11. Freud described two types of anxiety(i).....(ii) .....resulting from clashes between (i).....(ii).....

12. While at a concert you notice five people in the crowd headed in the same direction. Your tendency to group them is due to...

- A. Proximity                      B. Common Fate                      C. Similarity                      D. Good Continuation

13. We naturally group objects because:

- A. Similarity overrides proximity                      B. The mind tries to make order of what it sees  
C. We build a network of knowledge

14. When Mayank uses TV's remote control to channel search back and forth between two programs, he will miss parts of each program. However, he may not really notice this if he is able to guess what he missed from the parts she has seen. Filling in the missing parts is known as \_\_\_\_\_ in gestalt psychology.

15. Sensation is an active, constructive process.    True/ false                      give reasons

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16. Satvik likes to explore his parents' house through touch. One day he touches the oven and burns his hand. Tim learns that although some objects are safe to touch, ovens are not. According to Piaget, this is an example of: \_\_\_\_\_

17. We learn phobias and superstitious behavior through \_\_\_\_\_ conditioning.

**Identify the correct defense mechanism used in the following statements:**

18. Rohit doesn't deal with his three pack/day cigarette habit, claiming that "Its not as injurious to health as it is being claimed." \_\_\_\_\_

19. After some especially frustrating and unfair criticism from her professor, Sana starts an argument with her roommate during lunch. \_\_\_\_\_

20. Karina decides to go out and party the whole week before her midterm instead of study. She fails her midterm, and tells her parents that she failed it due to being sick and not getting enough sleep \_\_\_\_\_

21. Mohit's favorite uncle passes away from a long battle with illness, but he refuses to believe that it happened. \_\_\_\_\_

22. Sana is angry with Shobhit, but eventually she becomes friends and is nice to him.  
\_\_\_\_\_

23. A man cheats on his income tax return and tells himself everyone does it \_\_\_\_\_

24. When losing an argument, you state "You're just stupid." \_\_\_\_\_

25. Your aggressive impulses toward a career as a boxer" \_\_\_\_\_

26. Piaget's cognitive development and Erikson's Psychosocial development emphasizes the role of

- A. Nature Alone                      b. Nurture                      C. The interaction between nature and nurture

27. Samir believes people are primarily influenced by the environment and learned experiences, so he believes \_\_\_\_\_ plays a more powerful role in human development.

- A. Nature                      B. Maturation                      C. Change                      D. Nurture

## Section-B

**Instructions: Answers should include relevant concept/ theories/ examples in a logical manner. Writing should be neat and clean. Refrain from writing stories.**

1. How would you define learning?

1 mark

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2. Analyze Gambler's and Procrastinator's schedule with example

2 Marks

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3. Examine the relevance of the statement whole is greater than the sum of its parts

2 mark

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4. Give an example of classical conditioning from real life, and identify the unconditioned and conditioned stimuli and responses.

3 marks

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5. Analyze the role of cognition in emotional regulation

4 marks

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[illegible]

6. What is the highest goal in human development according to Maslow? Examine the marketing implications of Maslow's theory.

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