

**The LNM Institute of Information Technology****Department: Humanities and Social Sciences  
Psychology, Technology, and Society (HSS203)****Exam Type: Mid Term****Time: 90 minutes****Date: Sept.25, 2019****Max. Marks: 25****Instructions:**

Kindly, attempt all the questions in a sequence. Attempt all the questions of one section before moving to another section. Write precise and to the point answers.

**Section A****(1 mark each)**

1. Comment on the statement that the "mind is like an iceberg."
2. How perception is different from sensation.
3. What do you understand by "Cocktail party metaphor" and "Zoom lens phenomenon".
4. Identify correct defence mechanism in following scenarios:  
(a) After some especially frustrating and unfair criticism from her professor, Sana starts an argument with her roommate during lunch.  
(b) Your aggressive impulses toward a career as a boxer.
5. Whether better performance in sports due to drugs can be taken as a measure of learning? Provide explanation.

**Section B****(2 marks each)**

6. In what ways the approach of astrologers/ personality readers differs than those of psychologists in understanding and predicting human behaviour? Which one you think is more scientific and why?
7. Differentiate between types of long term memory with suitable examples.
8. Differentiate between assimilation and accommodation process of schema formation.

**Section C****(3 marks each)**

9. In her ted talk on "How reliable is your memory?" Elizabeth Loftus said : "Our memories are constructive. They're reconstructive. Memory works a little bit more like a Wikipedia page: You can go in there and change it, but so can other people." Comment on this statement with example/s.
10. Critically analyze the relevance of the statement "The whole is greater than the sum of its parts." Also discuss at least two application of different Gestalt grouping principles of perception.

**Section D****(4 marks each)**

11. Describe various components of Motivation. Critically analyze the perceptive of Abram Maslow and Sigmund Freud on motivation.
12. Discuss the problems associated with "continuous reinforcement". As a head of any institution/ company how would you resolve these challenges for better employees' performance?