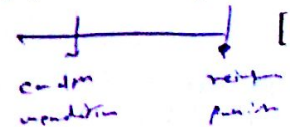


## HUL261 End-Term Exam

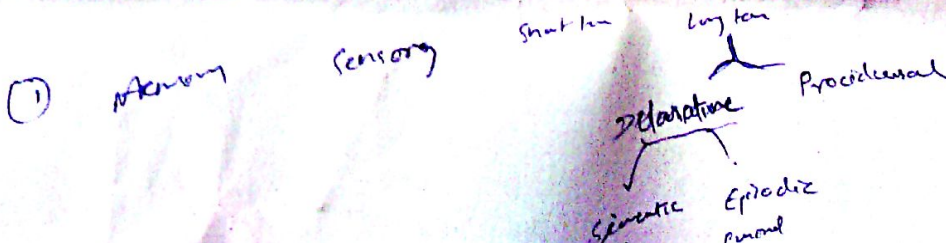
Date: May 3, 2015; Time: 10.30 – 12.30; Marks: 35

- 7 Q1: Describe in detail the theoretical distinctions that help us understand human memory [10 marks]
- 5 Q2: Describe the three theories that help us understand emotions, listing each theories' merits and demerits [10 marks]
- 5 Q3: Describe in detail the applications of the three types of learning (classical, operant, cognitive) in solving a practical/ societal problem. [15 marks]

OR



Q3: A recent report states the following: "Psychological knowledge is essential to scientific and technological innovation. Technology requires the use of human operators, and understanding human capacities and limits is essential for implementing technological advances. In fact, technological solutions to large-scale problems routinely fail when solution providers do not consider how people interact and behave in different contexts". Discuss the report using min. 3 concrete examples. [15 marks]





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Section I: Please write the answers on this sheet and return the sheet in max 20 minutes

[10 marks]

1. According to operant conditioning, when studying is followed by good marks/grades, it increases the frequency of studying – this is due to positive reinforcement; if a traffic police fines you for speeding, the likelihood of you speeding decreases – this is due to punishment.
2. A stimulus that has been consistently paired with a primary reinforcer is called secondary reinforcer. reinforcing closer approximation of the desired behavior is called shaping.
3. When reinforcement is provided after a certain number of responses it is called fixed-ratio; when reinforcement is provided after an uncertain time duration between two reinforcement it is variable-Interval.
4. In Pavlov's experiment, before conditioning starts - food was unconditioned stimulus, salivation was unconditioned response; after conditioning took place, light/buzzer was conditioned stimulus and salivation was conditioned response.
5. Decrease in response to a stimulus that occurs after repeated presentations of the same stimulus is called habituation ~~extinction~~ whereas when a previously conditioned response decreases in frequency, it is called extinction.
6. Sleep spindles are observed in second stage and the deepest stage of sleep is fourth stage.
7. Meditation a practice that allows access to altered state of consciousness; Hypnosis represents a state of divided consciousness.
8. According to Freud, dreams represent wishes wherein the literal content is called manifest content of dreams and the hidden/underlying content is called latent content.
9. Activation information modulation theory does not reject Freud's views on dreams (True/False); in fact the supports Freud's view by suggesting that dreams offer clues to the dreamer's fears (True/False) ~~True~~ False.
10. Rebound effect suggests that REM-deprived people will spend more time in REM sleep (True/False); and rebound effect shows that function of dreams is wish-fulfillment (True/False) ~~True~~ False.

Section II. Write short note on any one: (A) Consciousness (B) Learning

[15 marks]

Instruction: Organize your answer on the answer sheet using minimum 5 points/sub-headings