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NPTEL (<https://swayam.gov.in/explorer?ncCode=NPTEL>) » Introduction To Cognitive Psychology (course)



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Course outline

About NPTEL  
( )

How does an  
NPTEL online  
course work?  
( )

Week 0:  
Prerequisite ( )

Week 01:  
History and  
Research  
Methods of  
Cognitive  
Psychology ( )

Week 02:  
Object  
Perception  
and  
Recognition ( )

Week 03:  
Attentional  
Processes and  
Cognition ( )

# Assignment 12

The due date for submitting this assignment has passed.

Due on 2024-04-17, 23:59 IST.

## Assignment submitted on 2024-04-06, 14:04 IST

All questions are compulsory.

Marks [1x10= 10]

1) Normative models of decision making describe:

1 point

- ☐ how we ought to make decisions in realistic circumstances
- ☒ ideal performance under ideal circumstances
- ☐ what people actually do when they make decisions
- ☐ cognitive illusions

Yes, the answer is correct.

Score: 1

Accepted Answers:

*ideal performance under ideal circumstances*

2) The ideal model of decision making involves \_\_\_\_\_.

1 point

- ☐ discussing options with peers
- ☒ ranking criteria in terms of their importance
- ☐ following your instinct
- ☐ deciding only when the outcome is certain

Yes, the answer is correct.

Score: 1

Accepted Answers:

*ranking criteria in terms of their importance*

3) Expected utility theory is usually regarded as a \_\_\_\_\_ model of decision making.

1 point

- ☐ descriptive

**Week 04:**  
**Memory**  
**Introduction ()**

**Week 05: Long**  
**Term Memory**  
**()**

**Week 06:**  
**Memory of**  
**General**  
**Knowledge ()**

**Week 07:**  
**Concept**  
**Formation ()**

**Week 08:**  
**Visual and**  
**Spatial**  
**Memory ()**

**Week 09:**  
**Human**  
**Language**  
**Skills ()**

**Week 10:**  
**Thought**  
**Process and**  
**Problem**  
**Solving ()**

**Week 11:**  
**Reasoning ()**

**Week 12:**  
**Decision**  
**Making ()**

- ☐ Lec 1 : Classical Theory of Decision Making (unit? unit=78&lesson=79)
- ☐ Lec 2 : Prospect Theory of Decision Making (unit? unit=78&lesson=80)
- ☐ Lec 3 : Course Summary (unit? unit=78&lesson=81)

- ☐ prescriptive
- ☒ normative
- ☐ both descriptive and prescriptive

Yes, the answer is correct.  
Score: 1  
Accepted Answers:  
*normative*

4) \_\_\_\_\_ is a normative model for integrating different dimensions and goals of a complex decision. **1 point**

- ☐ Expected value
- ☐ Expected utility
- ☒ MAUT
- ☐ Framing

Yes, the answer is correct.  
Score: 1  
Accepted Answers:  
*MAUT*

5) The phase of decision making that involves finding a way to organize information is called: **1 point**

- ☐ planning
- ☒ structuring the decision
- ☐ evaluating
- ☐ goal setting

Yes, the answer is correct.  
Score: 1  
Accepted Answers:  
*structuring the decision*

6) You have just spent 10 minutes trying to figure out the answer to a single problem on your math quiz. In spite of your lack of success, you continue to struggle, neglecting to continue on to other problems because you've already invested so much time and effort in this problem. You have fallen victim to: **1 point**

- ☒ the sunk cost effect
- ☐ a framing effect
- ☐ the anchor effect
- ☐ availability bias

Yes, the answer is correct.  
Score: 1  
Accepted Answers:  
*the sunk cost effect*

7) Changing the description of a decision can cause us to change our reference points, leading to illogical preferences. This phenomenon is referred to as: **1 point**

- ☐ hindsight bias
- ☐ the gambler's fallacy
- ☐ availability
- ☒ framing

Yes, the answer is correct.

☐ Text Notes (unit? unit=78&lesson=82)

☐ Week 12: Feedback form (unit? unit=78&lesson=83)

☒ Quiz: Assignment 12 (assessment? name=127)

Live Sessions  
( )

Score: 1

Accepted Answers:  
*framing*

8) The mental activities that take place in choosing among alternatives are collectively called: **1 point**

- ☐ problem solving
- ☐ deductive reasoning
- ☒ decision making
- ☐ rational thought

Yes, the answer is correct.

Score: 1

Accepted Answers:  
*decision making*

9) Which of the following step is involved in Multiattribute Utility Theory? **1 point**

- ☐ Break the decision down into its important dimensions
- ☐ List all of the alternatives
- ☐ Multiply each ranking by the appropriate weight
- ☒ All of the above

Yes, the answer is correct.

Score: 1

Accepted Answers:  
*All of the above*

10) Participants in a decision-making study in which they had to decide among 6 or 12 apartments often eliminated some alternatives on the basis of one or two dimensions. This is an example of the strategy called: **1 point**

- ☐ MAUT
- ☐ normative behavior
- ☐ EU
- ☒ elimination by aspects

Yes, the answer is correct.

Score: 1

Accepted Answers:  
*elimination by aspects*