

CS/BBA(H)/BIRM/BSCM/SEM-2/BBA-205/2012

2012

PSYCHOLOGY

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

i) Industrial and organizational psychologists apply

psychological principles for

a) hiring and placement

b) understanding mental life

c) reducing social problem

d) focus on unconscious.

ii) The right hemisphere of the brain is specialized for

a) language

b) memory of visual and auditory

c) comprehension

d) perception.

ii) The tip of the tongue phenomenon illustrates the
organisation of

a) short-term memory b) semantic memory

c) long-term memory d) episodic memory.

iv) A permanent change in the behaviour is known as

a) learning b) memory

- c) motivation d) insight.
- v) An illusion
- a) is the same thing as hallucination
- b) exists only in brain cells of the viewer
- c) corresponds directly to reality
- d) is a distorted perception of an actual stimulus.
- vi) Ego is governed by the principle of
- a) pleasure b) reason and reality
- c) conscience d) all of these.
- vii) Which of the following method requires independent variable ?
- a) Introspection b) Experimental method
- c) Observation method d) Clinical method.
- viii) The strengthening of a response tendency by virtue of the fact that the response leads to the removal of an unpleasant stimulus is
- a) positive reinforcement
- b) punishment
- c) primary reinforcement
- d) negative reinforcement.
- ix) Equation of I.Q. is equal to
- a) $CA/MA \times 100$ b) $MA/CA \times 100$
- c) both (a) and (b) d) none of these.
- x) The type of personality of the individual who work under pressure for higher achievement known as
- a) type A b) extrovert
- c) type B d) none of these.
- xi) Anger is an example of
- a) primary emotion b) secondary emotion

c) derived emotion d) acquired emotion.

xii) The personality test where ambiguous figures are presented is called

- a) subjective test b) objective test
c) projective test d) multifactor test.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. What is motive ? How is it related to need ?
3. Differentiate between Associative and Non-Associative learning.
4. What do you understand by Working Memory ?
5. Write about interference theory of forgetting.
6. Differentiate between Absolute threshold and Terminal threshold.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. Discuss the relationship of thinking with symbols, language and past experience.
8. Write the determinants of personality. Illustrate the Big Five model of personality.
9. Define attention. What are the determinants of attention ?
What are the relation between sensation, attention & perception ?
10. What is learning ? Discuss 'conditioning' in learning. How does it differ from Gestalt view of learning ?
11. Define Psychology. Discuss the scope of different branches of psychology in adjustment.