

8

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**SARDAR PATEL UNIVERSITY**  
**F.Y.B.A. (ADVANCED ENGLISH MEDIUM)**  
**(FIRST SEMESTER) (CBCS) NC EXAMINATION 2015**

**UA01CEPS03: Introduction to psychology –I**

**Saturday, 18<sup>th</sup> April, 2015**

**Time: 10.30 to 12.30 p.m.**

**Total Marks: 60**

**Q.1 Multiple choice questions**

**15marks**

1. Psychology is considered a science because it
  - a. gains information through new methods and technology.
  - b. accepts what seems plausible and sensible.
  - c. relies on direct observation and measurement of behavior.
  - d. studies animal as well as human behavior.
2. The independent variable in an experiment is
  - a. the subject himself.
  - b. a measure of the subject's behavior.
  - c. the variable that the experimenter chooses to manipulate.
  - d. any unwanted variable that may adversely affect the subject's performance.
3. Memories are permanently stored in
  - a. LTM
  - b. Sensory
  - c. STM
  - d. none
4. In an experiment to find out if taking ginseng increases IQ scores, the IQ scores would be
  - a. the independent variable.
  - b. a control variable.
  - c. an extraneous variable.
  - d. the dependent variable.
5. The capacity of sensory register as compared to the short term store is
  - a. more
  - b. less
  - c. same
  - d. insignificant
6. Among the following situations, the one that would be easiest to recall is
  - a. A small beautiful passage
  - b. series of events in a logical order
  - c. material committed to memory
  - d. an event causing intense emotional disturbance.
7. The "father" of psychology and founder of the first psychological laboratory was
  - a. Wilhelm Wundt.
  - b. Sigmund Freud.
  - c. John B. Watson.
  - d. B. F. Skinner.
8. The kind of therapy developed by Freud is called
  - a. Gestalt therapy.
  - b. psychoanalysis.
  - c. behavior modification.
  - d. S-R therapy.
9. Which of the following is a more sensitive measure of memory?
  - a. Recall
  - b. Relearning
  - c. Reintegration
  - d. Recognition

10. According to Woodworth and Schlosberg memory span method the size is found to be  
 a.  $7 \pm 2$                       b. 2 to 9                      c. 5 to 13                      d. 5 to 11
11. Standardized interview is known as \_\_\_\_\_  
 a. Formal                      b. informal                      c. Interview                      d. none of it
12. Psychology is  
 a. the study of human origins, evolution, and cultures.  
 b. the scientific study of behavior and mental processes of any living creature.  
 c. a natural science integrating physiology and neurology.  
 d. the deductive study of forms and functions of human groups.
13. The goals of psychology are to  
 a. develop effective methods of psychotherapy.  
 b. describe, predict, understand, and control behavior.  
 c. explain the functioning of the human mind.  
 d. compare, analyze, and control human behavior.
14. "The whole is greater than the sum of its parts" is represented by which of the following?  
 a. the Gestalt psychologists.                      b. the behaviorists.  
 c. the structuralists.                      d. the functionalists.
15. Some topics in psychology are difficult to study because  
 a. they overlap with other fields, such as law and business.  
 b. of ethical considerations.  
 c. advanced technology that measures brain waves is not available.  
 d. of a lack of interest in human behavior.

**Q.2. Give definition of Psychology and elucidate branches of psychology. 15 marks**  
**OR**

**Q.2. Define Learning and Describe classical and operant conditioning.**

**Q.3. Write detailed note on observation and experimental methods. 15 Marks**  
**OR**

**Q.3. What is remembering? Illustrate information processing model of memory.**

**Q.4 Write Short note (any two) 15 marks**  
 1. Insight learning  
 2. Goals of Psychology  
 3. Stages of memory  
 4. Interview method