

**SARDAR PATEL UNIVERSITY**  
**F.Y.B.A. (ADVANCED) (ENGLISH MEDIUM)**  
**(FIRST SEMESTER) (CBCS) EXAMINATION 2016**  
**UA01CEPS03: Introduction to psychology –I**

**Friday, 18<sup>th</sup> November, 2016**

**Time: 2.00 to 4.00 p.m.**

**Total Marks: 60**

**Q.1 Multiple choice questions**

**15marks**

1. According to Woodworth and Schlosberg memory span method the size is found to be  
a.  $7 \pm 2$                       b. 5 to 13                      c. 2 to 9                      d. 5 to 11
2. The study of mental processes such as thinking, perception, information processing, etc. is a key element in \_\_\_\_\_ psychology.  
a. humanistic                      b. cognitive                      c. behavioral                      d. biological
3. Operant conditioning was studied by  
a. Pavlov.                      b. Maslow.                      c. Freud.                      d. Skinner.
4. 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.
5. Which are the goals of psychology ?  
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.
6. The most powerful research tool is a (an)  
a. clinical study.                      b. experiment.                      c. survey.                      d. co relational study.
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. \_\_\_\_\_ reasonable temporary and they can lost from within about 30 seconds unless they are somehow repeated or rehearsed  
a. STM                      b. LTM                      c. Sensory memory                      d. None
9. The term 'learning' includes  
a. all changes in behavior                      b. changes in behaviour resulting from practice.  
c. all permanent changes in behaviour                      d. improvement in behaviour pattern

10. Definition of 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.

11. An experiment is performed to see if background music improves learning. Two groups study the same material, one while listening to music and another without music. The independent variable is

- a. learning.
- b. the size of the group.
- c. the material studied.
- d. music.

12. The most essential feature of memory is—

- a. Recall
- b. Recognition
- c. Fixation
- d. Retention

13. A major disadvantage of the experimental method is that

- a. private funding can never be obtained.
- b. APA Ethical Review Committees often do not approve of the research techniques.
- c. there is a certain amount of artificiality attached to it.
- d. subjects are difficult to find for research projects.

14. an attempt to estimate the opinions, characteristics, or behaviours of a particular population by investigating a representative sample is a

- a. co relational study
- b. co relational coefficient
- c. case study
- d. survey

15. In Pavlov's experiments with dogs, salivation was the

- a. conditioned response.
- b. unconditioned stimulus.
- c. conditioned stimulus.
- d. unconditioned response.

Q.2. Define Psychology and Explain different branches of psychology 15 marks

OR

Q.2. What is Memory? Discuss information processing model of memory.

Q.3. Write detail note on experimental method. 15 Marks

OR

Q.3. What is learning? Describe classical conditioning and phenomenon of classical conditioning.

Q.4 Write Short note (any two) 15 marks

- 1. Stages of memory
- 2. Goals of Psychology
- 3. Interview method
- 4. Insight learning

X

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