

SEAT No. _____

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SARDAR PATEL UNIVERSITY

F.Y.B.A. (FIRST SEMESTER) (Advanced) (CBCS) EXAMINATION 2018

Monday, 29th October, 2018

Time: 10.00 to 12.00 p.m.

UA01CEPS03: Introduction to Psychology-I

Total Marks: 60

(15)

Q.1 Multiple Choice Questions. (Each carries one mark)

1. 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.
2. 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.
3. The kind of therapy developed by Freud is called
 - a. Gestalt therapy.
 - b. psychoanalysis.
 - c. behavior modification.
 - d. S-R therapy.
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. According to Woodworth and Schlosberg memory span method the size is found to be
 - a. 7 ± 2
 - b. 2 to 9
 - c. 5 to 13
 - d. 5 to 11
6. 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.
7. Which of the following is a more sensitive measure of memory?
 - a. Recall
 - b. Relearning
 - c. Reintegration
 - d. Recognition
8. Memories are permanently stored in
 - a. LTM
 - b. Sensory
 - c. STM
 - d. none
9. Standardized interview is known as _____
 - a. Formal
 - b. informal
 - c. Interview
 - d. none of it
10. "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.

11. 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.
12. 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.
13. 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.
14. The capacity of sensory register as compared to the short term store is
- a. more
 - b. less
 - c. same
 - d. insignificant
15. 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.
- 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 and survey method. 15 Marks
- OR
- Q.3. What is learning? Describe classical and operant conditioning
- Q.4 Write Short note (any two) 15 marks
1. Types of memory
 2. Goals of Psychology
 3. Interview method
 4. Trial and error learning

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