

CS/BBA(H)/BSCM(H)/BIRM(H)/Even/2nd Sem/BBA-205/2014

2014

Psychology

Time Alloted : 3 Hours

Full Marks : 70

The figure 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. Answer any ten questions: 10x1=10

- i) Quantitative Psychology deals with the development of statistical methods for analyzing and explaining**
 - a) Forensic data**
 - b) Mental process**
 - c) Psychological disorder**
 - d) Behavioural data**
- ii) Hygiene factors effect**
 - a) Job dissatisfaction, but not job satisfaction**
 - b) Job dissatisfaction and job satisfaction**
 - c) Job satisfaction**
 - d) Motivation**
- iii) "Principles of psychology" was written by**
 - a) Herman Ebbinghaus**
 - b) William James**
 - c) Ivan Pavlov**
 - d) Wilhelm Wundt**

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[Turn over]

- iv) Research on classical conditioning was undertaken by
a) John B. Watson b) B.F. Skinner
c) Ivan Pavlov d) Thorndike
- v) The internal determinant of attention is
a) Habit b) Location
c) Contrast d) Movement
- vi) According to Freud, the psychic energy that powers all mental activity
a) id b) urge
c) libido d) None of these
- vii) It is self-paced by the learner
a) classical learning b) insightful learning
c) programmed learning d) operant learning
- viii) Which processes that select certain inputs for inclusion in the focus of experience
a) memory b) sensation
c) perception d) attention
- ix) Intelligence is the ability to
a) acquire and apply knowledge
b) modify knowledge
c) discriminate between knowledge
d) distribute knowledge
- x) Psychologists who study all aspects of behavior in work settings are called
a) social psychologists
b) developmental psychologists
c) industrial psychologists
d) general psychologists
- xi) The characteristic of a person, which is relatively consistent over time, is called
a) type b) trait
c) pattern d) habit

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xii) Perceive sensory patterns as well-organized wholes rather than as separate is usually said by

- a) behavioral psychologist
- b) gestalt psychologist
- c) clinical psychologist
- d) health psychologist

GROUP - B

Answer any *three* questions

5x3=15

- 2. Distinguish between sensation and perception.
- 3. What are the causes of forgetting?
- 4. Write about the external determinants of attention
- 5. Distinguish between Type A and Type B personality.
- 6. Differentiate associative and non-associative learning.

GROUP - C

15x3=45

Answer any *three* questions

- 7. What is Psychoanalysis? Explain Freud concept of Psychoanalysis.
- 8. What do you mean by the term 'CA' and 'MA' in psychology? Explain with Stanford-Binet Intelligence scale.
- 9. Discuss the operant conditioning theory of learning. Differentiate this theory from classical conditioning theory.
- 10. Give an account of the stages involved in memorization.
- 11. Examine the Trait Theory of Personality. What are its limitations?