	Utech
Name:	
Roll No.:	In Physical Chi Exemple for East Explored
Invigilator's Signature :	

# CS/BBA (H), BIRM, BSCM/SEM-2/BBA-205/2011 2011 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 )

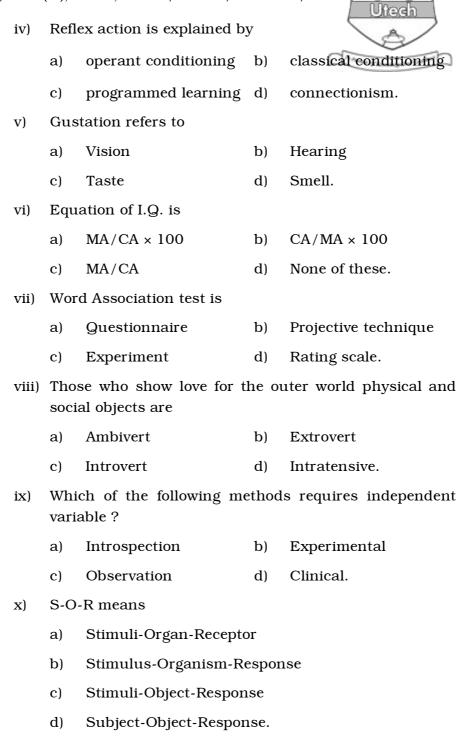
 $1. \quad \hbox{Choose the correct alternatives for any $\it ten$ of the following:}$ 

 $10 \times 1 = 10$ 

- i) The tirm 'Psychology' came from
  - a) Psyche and logos b) Psycho and logos
  - c) Psyche and logy d) None of these.
- ii) Ego operates the principle of
  - a) Personality b) Pleurase
  - c) Reality d) Anxiety.
- iii) Remembering the date of joining a job is the example of
  - a) episodic memory b) procedural memory
  - c) short term memory d) semantic memory.

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- xi) The process through which information stored in memory and recalled is
  - a) Retrieval
- b) Rehearsal
- c) Storage
- d) Decoding.
- xii) Facial expression is primarily is a outcome of
  - a) Postura reaction
- b) Emotion
- c) Vocal expression
- d) None of these.

# GROUP – B ( Short Answer Type Questions )

Answer any *three* of the following.

 $3 \times 5 = 15$ 

- 2. Write about the Gestalt approach of Psychology.
- 3. What are the attributers of sensation?
- 4. Discuss two methods of Psychology.
- 5. Write a short note about causes of forgetting.
- 6. What are the steps of programmed learning?

### **GROUP - C**

### (Long Answer Type Questions)

Answer any *three* of the following.

 $3 \times 15 = 45$ 

- 7. Discuss basic tenets of psychoanalytic school.
- 8. Discuss determinants, shifts and fluctuations of attention.
- 9. What is memory? Discuss memory from information processing perspective.
- 10. Discuss physiological basis of emotion.
- 11. Discuss type and trait theories of personality.