



Name : .....

Roll No. : .....

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. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

i) The term '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.



- iv) Reflex action is explained by
- a) operant conditioning      b) classical conditioning
- c) programmed learning      d) connectionism.
- v) Gustation refers to
- a) Vision                              b) Hearing
- c) Taste                                d) Smell.
- vi) Equation of I.Q. is
- a)  $MA/CA \times 100$                       b)  $CA/MA \times 100$
- c)  $MA/CA$                                 d) None of these.
- vii) Word Association test is
- a) Questionnaire                      b) Projective technique
- c) Experiment                         d) Rating scale.
- viii) Those who show love for the outer world physical and social objects are
- a) Ambivert                              b) Extrovert
- c) Introvert                                d) Intratensive.
- ix) Which of the following methods requires independent variable ?
- a) Introspection                        b) Experimental
- c) Observation                         d) Clinical.
- x) S-O-R means
- a) Stimuli-Organ-Receptor
- b) Stimulus-Organism-Response
- c) Stimuli-Object-Response
- d) Subject-Object-Response.



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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.
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