



Name :
Roll No. :
Invigilator's Signature :

CS/BBA(H)/BIRM/BSCM/SEM-2/BBA-205/2012

2012

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.*

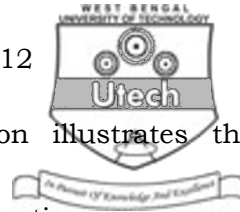
GROUP – A

(Multiple Choice Type Questions)

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

10 × 1 = 10

- i) Industrial and organizational psychologists apply psychological principles for
 - a) hiring and placement
 - b) understanding mental life
 - c) reducing social problem
 - d) focus on unconscious.
- ii) The right hemisphere of the brain is specialized for
 - a) language
 - b) memory of visual and auditory
 - c) comprehension
 - d) perception.



- iii) The tip of the tongue phenomenon illustrates the organisation of
- a) short-term memory b) semantic memory
c) long-term memory d) episodic memory.
- iv) A permanent change in the behaviour is known as
- a) learning b) memory
c) motivation d) insight.
- v) An illusion
- a) is the same thing as hallucination
b) exists only in brain cells of the viewer
c) corresponds directly to reality
d) is a distorted perception of an actual stimulus.
- vi) Ego is governed by the principle of
- a) pleasure b) reason and reality
c) conscience d) all of these.
- vii) Which of the following method requires independent variable ?
- a) Introspection b) Experimental method
c) Observation method d) Clinical method.
- viii) The strengthening of a response tendency by virtue of the fact that the response leads to the removal of an unpleasant stimulus is
- a) positive reinforcement
b) punishment
c) primary reinforcement
d) negative reinforcement.
- ix) Equation of I.Q. is equal to
- a) $CA/MA \times 100$ b) $MA/CA \times 100$
c) both (a) and (b) d) none of these.

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8. Write the determinants of personality. Illustrate the Big Five model of personality.
9. Define attention. What are the determinants of attention ?
What are the relation between sensation, attention & perception ?
10. What is learning ? Discuss 'conditioning' in learning. How does it differ from Gestalt view of learning ?
11. Define Psychology. Discuss the scope of different branches of psychology in adjustment.

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