



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.*

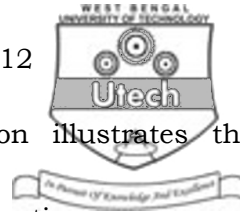
**GROUP – A**

**( 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.



- x) The type of personality of the individual who work under pressure for higher achievement known as
- a) type A                                      b) extrovert  
c) type B                                      d) none of these.
- xi) Anger is an example of
- a) primary emotion                      b) secondary emotion  
c) derived emotion                      d) acquired emotion.
- xii) The personality test where ambiguous figures are presented is called
- a) subjective test                      b) objective test  
c) projective test                      d) multifactor test.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.                       $3 \times 5 = 15$

2. What is motive ? How is it related to need ?
3. Differentiate between Associative and Non-Associative learning.
4. What do you understand by Working Memory ?
5. Write about interference theory of forgetting.
6. Differentiate between Absolute threshold and Terminal threshold.

**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.                       $3 \times 15 = 45$

7. Discuss the relationship of thinking with symbols, language and past experience.

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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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