



U7683

Reg. No.:

Name:.....

**University of Kerala**

First Semester Degree Examination, November 2024

Four Year Under Graduate Programme

Multi Disciplinary Course

PSYCHOLOGY**UK1MDCPSY100 - ESSENTIAL PSYCHOLOGY FOR GRADUATE STUDENTS**

Academic Level: 100-199

Time: 1½ Hours**Max. Marks: 42****Part A.****Answer All Questions Objective Type. 1Mark Each.****(Cognitive Level: Remember/Understand)****6 Marks. Time: 6 Minutes**

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
1.	The "availability heuristic" refers to: A) Judging the probability of events based on their vividness in memory B) Relying on others' judgments to make decisions C) Tendency to overlook rare occurrences D) Making decisions solely based on logic	Remember	CO1
2.	In the context of observational learning, which psychologist's work is most significant? A) Albert Bandura B) John Watson C) Sigmund Freud D) Carl Rogers	Remember	CO1
3.	According to the "Big Five" personality traits, which trait refers to being organized and responsible? A) Openness B) Neuroticism C) Conscientiousness D) Agreeableness	Understand	CO1
4.	Which of the following is NOT a characteristic of high emotional intelligence? A) Managing one's own emotions B) Empathizing with others C) Focusing on personal achievement D) Social skills	Understand	CO1

5.	In Milgram's obedience experiment, participants were asked to: A) Act as authority figures in a simulated prison B) Deliver shocks to a learner when incorrect answers were given C) Observe people's behavior in emergencies D) Conform to group opinions despite personal beliefs	Understand	CO1
6.	Which principle from behavioral economics could explain why people often follow trends on social media? A) Nudge theory B) Classical conditioning C) Social learning theory D) Cognitive dissonance	Understand	CO1

Part B.

Answer All Questions Short Answer. 2 Marks Each.

(Cognitive Level: Understand/Apply)

8 Marks. Time: 24 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
7.	Define "social influence" and provide an example of how it affects behavior in groups.	Understand	CO1
8.	Explain the concept of "trait theory" and how it differs from psychoanalytic theory in understanding personality.	Understand	CO1
9.	Explain any one of the popular myths in psychology and debunk it.	Apply	CO2
10.	Describe the concept of "attention capitalism" and its relevance in today's social media landscape.	Apply	CO4

Part C.

Answer all 4 Questions, choosing among options within each question.

Long Answer. 7 marks each.

(Cognitive Level: Apply/Analyse/Evaluate/Create)

28 Marks. Time: 60 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
11	A. Describe Freud's structure of personality and the function of defense mechanisms.	Apply	CO2
	OR B. Describe Darley and Latané's bystander effect experiment and its implications for emergency situations.	Apply	CO3
12	A. Explain how cognitive biases, such as confirmation bias and anchoring bias, can impact judgment and provide examples of how these biases might appear in daily life.	Analyze	CO1
	OR B. Explain the concept of emotional intelligence and its significance in understanding human behavior.	Analyze	CO1

13	A. Explain how personality traits from the Big Five model could influence career choices and success in different job environments.	Evaluate	CO1
	OR B. Evaluate the experiment conducted by Asch and indicate its relevance in social psychology	Evaluate	CO4
14	A. Discuss the significance of behavioral economics in understanding consumer choices, using examples of nudges that could encourage healthy habits.	Analyze	CO2
	OR B. Describe the impact of social media on the spread of negative emotions and political manipulation. Provide examples of how platforms may contribute to the polarization of public opinion in the Indian / Kerala context.	Analyze	CO5