

Reg. No.: .....



Name: .....

**University of Kerala**

**U9001**

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

**PSYCHOLOGY**

**UK2DSCPSY109 - PSYCHOLOGICAL PROCESSES**

Academic Level: 100-199

**Time: 1 Hour 30 Minutes(90 Mins.)**

**Max. Marks: 42**

**Part A. 6 Marks.Time:6 Minutes.(Cognitive Level:Remember(RE)/Understand(UN)) Objective Type. 1 Mark Each.Answer all questions**

Qn No.	Question	CL	CO
1	Who is considered the founder of psychophysics?  Options : A)Sigmund Freud B)Wilhelm Wundt C)Gustav Fechner D)B.F. Skinner	RE	1
2	Sensory memory can be divided into which of the following subtypes?  Options : A)Echoic and iconic memory B)Short-term and long-term memory C)Procedural and declarative memory D)Implicit and explicit memory	RE	2
3	Which of the following is an example of an objective factor affecting attention?  Options : A)Personal motivation to study B)The brightness of a flashing light C)An individual's interest in the subject matter D)The level of fatigue a person experiences	UN	1
4	What type of amnesia involves the loss of past memories before an injury?  Options : A)Retrograde amnesia B)Anterograde amnesia	UN	2

Qn No.	Question	CL	CO
	C)Infantile amnesia D)Temporary amnesia		
5	Means-end analysis is a strategy for .....  Options : A)Creativity B)Problem solving C)Language D)Reasoning	UN	4
6	Which situation best shows application of the Premack Principle?  Options : A) A student studies first and then watches TV as a reward B)A teacher gives candy for correct answers C)A cat gets a treat after a trick D)A dog stops barking after being ignored	UN	3

**Part B.8 Marks.Time:24 Minutes.(Cognitive Level:Understand(UN)/Apply(AP))Short Answer. 2 marks each.Answer all questions**

Qn No.	Question	CL	CO
7	Explain how token economy acts as a reinforcement in the context of learning?	UN	3
8	Discuss the factors that influence memory retrieval.	UN	2
9	Demonstrate how you would use the method of loci to memorize key points in a speech.	AP	5
10	Applying your understanding of the Ponzo illusion, explain the visual distortion a driver experiences when he sees the exit of an approaching long tunnel.	AP	1

**Part C. 28 Marks.Time:60 Minutes (Cognitive Level:Apply(AP)/Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer.7 marks each.Answer all 4 Questions choosing among options \* within each question**

Qn No.	Question	CL	CO
11	A)  Implement encoding strategies like chunking, mnemonics, and elaborative rehearsal to improve your study habits.  OR B)	AP	5, 1

Qn No.	Question	CL	CO
	A clothing brand wants to make models appear taller or slimmer in photos. Apply your understanding of visual illusions to achieve this.		
12	<p>A)</p> <p>Examine how media can have an impact on adolescent aggressive behaviour based on principles of observational learning.</p> <p>OR</p> <p>B)</p> <p>Design a real-life experiment or awareness campaign to illustrate how subjective and objective factors influence attention in multitasking situations (e.g., using a smartphone while driving). Justify your design by explaining how it accounts for individual differences and environmental factors in maintaining and dividing attention.</p>	AN	5, 1
13	<p>A)</p> <p>Evaluate the effectiveness of different reinforcement schedules in shaping long-term behavior. Which is most practical in educational settings?</p> <p>OR</p> <p>B)</p> <p>Evaluate effectiveness of algorithms in solving complex problems. What are the limitations of algorithms and how can they be overcome?</p>	EV	5, 5
14	<p>A)</p> <p>Design a workshop for IT employees on 'Overcoming Barriers to Problem Solving'. Workshop should contain theories and activities to overcome the barriers.</p> <p>OR</p> <p>B)</p> <p>Prepare a detailed diagram or writeup that illustrates the stages of creativity in producing a creative art work. Analyze each stage by explaining how they contribute to the creative process.</p>	CR	5, 1