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Total Number of Pages : 01

IMBA  
16IMN202

2<sup>nd</sup> Semester Regular / Back Examination 2018-19

**SOCIAL PSYCHOLOGY**

**BRANCH : IMBA**

**Max Marks : 100**

**Time : 3 Hours**

**Q.CODE : F361**

**Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any Two from Part-III.**

**The figures in the right hand margin indicate marks.**

**Part- I**

**Q1 Only Short Answer Type Questions (Answer All-10) (2 x 10)**

- a) How can we define psychology?
- b) What is distraction?
- c) State four determinants of attention.
- d) Determine the cause of conditioning
- e) Derive the stages of memory
- f) State the attributes of sensation
- g) Write the factors of learning
- h) Why we forget?
- i) What is superego
- j) What is IQ?

**Part- II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)**

- a) Justify the statement that “we perceive as we are”
- b) Analyze the major view points of Behaviouristic approach
- c) Distinguish between STM and LTM
- d) Compare Classical and Operant conditioning
- e) Explain the role of reinforcement in learning .
- f) Justify the view that “ Perception is always organized
- g) Illustrate Freudian Psychoanalysis?
- h) Distinguish traits from types of personality.
- i) Design a test to assess ones personify
- j) Differentiate attention from parathion which one presences the other?
- k) Explain the physiological basis of emotion.
- l) What is emotional intelligence – Analyze its significance?

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

- Q3** Evaluate the contribution of gestalt school to perception **(16)**
- Q4** Describe the “ programmed learning “ **(16)**
- Q5** Discuss different tests of personality **(16)**
- Q6** Describe connectionism with suitable examples. **(16)**