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Total Number of Pages: 01

MAM
IMB302

3rd Semester Back Examination 2017-18

PSYCHOLOGY

BRANCH : MAM

Time : 3 Hours

Max Marks : 70

Q.CODE : B805

**Answer Question No.1 which is compulsory and any five from the rest.
The figures in the right hand margin indicate marks.**

- Q1 Answer the following questions: (2 x 10)**
- a) Two attributes of sensation
 - b) Three determinants of attention
 - c) Two Characteristics of eruption
 - d) Factors of learning
 - e) Stages of memory
 - f) Two Techniques to improve memory
 - g) Type of personality
 - h) Three Causes of forgetting
 - i) Three menthols of psychology
 - j) Components of Emotion
- Q2 Discuss different branches of psychology highlighting the importance of industrial / Organizational psychology. (10)**
- Q3 What is conditioning? Discuss how classical conditioning is different from Operant conditioning (10)**
- Q4 What is motivation? Discuss the drive theory of motivation. (10)**
- Q5 What is memory ? Compare STM and LTM (10)**
- Q6 What is personality ? Discuss its different traits. (10)**
- Q7 Define intelligence. Discuss the concept of IQ and EQ (10)**
- Q8 Write short notes on any TWO : (5 x 2)**
- a) Shaping of personality
 - b) Programmed Learning
 - c) Perceptual Organization
 - d) Psychoanalytic perspective