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Total Number of Pages: 02

**IMBA**  
**16IMN -202**

**2<sup>nd</sup> Semester Regular Examination – 2016-17**

**Social Psychology**

**BRANCH(S): IMBA**

**Time: 3 Hours**

**Max Marks: 100**

**Q.CODE:Z931**

**Answer Question No.1 and 2 which are compulsory and any four from the rest.**

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

**Q1** Answer all questions. Fill in the blanks with appropriate answer. **(2 x 10)**

- a) \_\_\_\_\_ is a term referring to the whole sum of beliefs that people have about themselves.
- b) Psychologists who specialize in psychophysics measure sensory sensitivity by identifying: absolute threshold, \_\_\_\_\_ and terminal threshold.
- c) \_\_\_\_\_ types of persons are chatty, sociable, assertive and cheerful in their social interactions.
- d) \_\_\_\_\_ uses the metaphor of the mind as computer: information comes in, is being processed, and leads to certain outcomes.
- e) \_\_\_\_\_ is known as the father of modern psychology.
- f) The concept of Industrial psychology is proposed by \_\_\_\_\_.
- g) Memory has three phases, such as encoding, storage and \_\_\_\_\_.
- h) Intelligence quotient is the ratio between mental age and \_\_\_\_\_.
- i) MBTI stands for \_\_\_\_\_ Type Indicator.
- j) The four components of emotional intelligence are knowing own emotion, regulating own emotion, \_\_\_\_\_ and managing other's emotion.

**Q2** Answer briefly the following questions: **(2 x 10)**

- a) What is industrial psychology?
- b) Distinguish STM and LTM.
- c) What are the types of 'reaction'?
- d) What is active learning?
- e) Outline the causes of forgetting.
- f) Write the determinants of perception.
- g) What are the issues of 'forgetting'?
- h) What are the attributes of sensation?
- i) Outline different tests of personality.
- j) Outline different factors of learning

- Q3**      What is intelligence quotient? How is it different from emotional quotient?      **(15)**  
Describe different dimensions of Emotional intelligence.
- Q4**      Describe the determinants, functions and distraction of attention.      **(15)**
- Q5**      What is personality? Discuss the determinants of personality?      **(15)**
- Q6**      Explain Freud's Psychoanalytical school of thought.      **(15)**
- Q7**      Briefly describe Evan Pavlov's experiment on Classical Conditioning.      **(15)**  
How is classical conditioning differentiated from operant conditioning?
- Q8**      Write shorts on (any two):      **(7.5 x 2)**  
a) Physiological basis  
b) Programmed Learning  
c) Gestalt school of thought