UNIT-II
3. a) Define Learning. What are the various forms of classical conditioning?

OR

b) Define perception. Describe about its nature.

UNIT-III
4. a) What is Memory? Explain Atkinson’s & Shiffrin’s Model of Memory.

OR

b) Define Forgetting. Write about memory distortion and construction.

UNIT-IV
5. a) Define social Psychology. Describe about the nature of social behavior.

OR

b) What is Attribution? How does it help in understanding the causes of other’s Behaviour.

UNIT-V
6. a) Describe about Impression Formation.

OR

b) Explain about Personal versus Social Identity.

[41/IT/309]
IMBA DEGREE EXAMINATION
I TRIMESTER
PSYCHOLOGICAL FOUNDATIONS
(Effective from the admitted batch 2008–09 onwards)

Time: 3 Hours                                                          Max.Marks: 60

Instructions:  All parts of the unit must be answered in one place only.
              Figures in the right hand margin indicate marks allotted.

SECTION-A

1. Answer any FIVE of the following:
   Each answer should not exceed one page. (5 x 3 =15)
   a) Write briefly about the origins of Psychology.
   b) What are the functions of the various structures of the brain stem and limbic system?
   c) How can you differentiate between sensation and perception?
   d) What are the dimensions of colour vision?
   e) Describe about measurement of Intelligence.
   f) Write briefly about social diversity.
   g) How is self-esteem measured?
   h) What is self-regulation?

SECTION-B

Answer the following:

UNIT-I

2. a) What were the major influences on early developments in Psychology? 9

     OR

     b) Explain about biological bases of Behaviour. 9
UNIT-II

3.   a) Define Learning. What are the various forms of classical conditioning?  

OR

b) Define perception. Describe about its nature.

UNIT-III

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[41/IT/309]
[MPIBA-0103]
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SECTION-B

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