

[MURBM 103]
BBM DEGREE EXAMINATION
I TRIMESTER

ELEMENTS OF PSYCHOLOGY
(Effective from the admitted batch 2008–09)

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) Explain Functionalism.
 - b) Describe the structure of Eye.
 - c) Write about sense of Smell.
 - d) Explain the sensitivities of the skin.
 - e) What is learning?
 - f) Define Intelligence.
 - g) Explain conformity.

SECTION-B

Answer the following

UNIT-I

2. a) Explain the structure of Brain. 9

OR

- b) Heridity influences behaviour. Discuss. 9

UNIT-II

3. a) Write about Classical Conditioning. 9

OR

- b) Explain Observational Learning. 9

4. a) Write about memory distortion and construction. 9

OR

b) What is the basic nature of Language 9

UNIT-IV

5. a) Explain different types of Wechsler scales. 9

OR

b) Write about Maslow's self actualization theory. 9

UNIT-V

6. a) Write about formation of attitudes. 9

OR

b) Describe Prejudice and Discrimination. 9

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