[MPIBA 0103]

IMBA DEGREE EXAMINATION
I TRIMESTER
PSYCHOLOGICAL FOUNDATIONS
(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 the biological bases of Behaviour.
   b) What is observational learning? Why is it regarded as social learning?
   c) What is forgetting? Explain the consequences of memory distortion.
   d) Explain the role played by cognitions during social behaviour.
   e) Describe about the kinds of Information stored in Memory.
   f) Write briefly about the sources of error in Attribution.
   g) Write a short note on Self-Presentation and Self-Regulation.
   h) What is self-Esteem? How does it influence Personality?

SECTION-B

Answer the following

UNIT-I

2. a) Early schools of thought have shaped the discipline of Psychology. Explain. 9

   OR

   b) What are the ways in which heredity and environment contribute to an individual’s development? 9
UNIT-II

3. a) Define Learning. What factors influence the course of Operant Conditioning?

OR

b) What is Sensation? Describe briefly about any two sensory modalities.

UNIT-III

4. a) What is Memory? Explain any one model of Memory.

OR

b) Define Intelligence. Describe about its nature and the role played by Heredity & Environment in shaping intellectual abilities.

UNIT-IV

5. a) What is Attribution? How can we understand the causes of other’s behaviour?

OR

b) Define social Perception? Explain about the role of Non-Verbal Communication in perceiving other individual’s behaviour.

UNIT-V

6. a) What is Impression Formation? Discuss various ways of Impression Management.

OR

b) Describe about self-serving Biases.

[41/IT/308]