



[MPIBA 0103]

**IMBA DEGREE EXAMINATION  
I TRIMESTER  
PSYCHOLOGICAL FOUNDATIONS**  
(Effective from the admitted batch 2008–09)

**Time: 3 Hours**

**Max.Marks: 60**

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

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**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? 9

**OR**

- b) What is Sensation? Describe briefly about any two sensory modalities. 9

## UNIT-III

4. a) What is Memory? Explain any one model of Memory. 9

**OR**

- b) Define Intelligence. Describe about its nature and the role played by Heredity & Environment in shaping intellectual abilities. 9

## UNIT-IV

5. a) What is Attribution? How can we understand the causes of other's behaviour? 9

**OR**

- b) Define social Perception? Explain about the role of Non-Verbal Communication in perceiving other individual's behaviour. 9

## UNIT-V

6. a) What is Impression Formation? Discuss various ways of Impression Management. 9

**OR**

- b) Describe about self-serving Biases. 9