

PARUL UNIVERSITY
FACULTY OF MANAGEMENT STUDIES
BBA/BBA (Hons) Winter 2023 – 24 Examination

Semester: 01

Subject Code: 15010401PG01

Subject Name: Psychology-I

Date: 27/01/2024

Time: 10:30am to 1:00pm

Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q-1	Do as Directed.		CO	PO	Bloom's Taxonomy
A).	Multiple choice type questions/Fill in the blanks. (Each of 1 mark)	(05)			
	1. The ability to experience the world around us and ourselves is known as:		1	1	R
	a) Consciousness	c) Attention			
	b) Perception	d) Emotion			
	2. Watson and Skinner both contributed to which school of psychology		1	1	R
	a) Functionalism	c) Cognitive			
	b) Social-cultural	d) Behaviorism			
	3. Which of the following is not a goal of Psychology?		1	1	R
	a) To understand human behavior	c) To change human behavior			
	b) To predict human behavior	d) To control human behavior			
	4. Which of the following is the overt behavior?		2	1	U
	a) Do each and everything	c) A person performs what he/she sense			
	b) A person performs what he/she sees	d) None of the above			
	5 _____ needs were at the bottom of Maslow's pyramid/hierarchy.		1	2	R
	a) safety	c) self-actualization			
	b) esteem	d) physiological			
B).	Define the following. (Each of 1 mark)	(05)			
	1. Motivation		1	1	R
	2. Self-Introspection		1	1	R
	3. Free will		1	1	R

	4. Transduction		1	1	R
	5. Learning		1	1	R
C).	Direct questions. (Each of 1 mark)	(05)			
	1. What is the main focus of Behaviorism?		2	3	U
	2. What do you understand by stimulus and response?		1	2	U
	3. The concept of gestalt psychology is based on which principle?		1	1	U
	4. Mention different types of memory.		1	2	R
	5. Mention any two branches of Psychology.		1	1	R
Q.2	Answer the following questions.	(15)			
A).	Discuss the Organizing Principles of Perception in detail.	(07)	2	2	U
B).	Discuss the various strategies for enhancing memory, with a specific focus on the use of mnemonics.	(08)	2	3	U
Q.3	Answer the following questions.	(15)			
A).	Explain the concept of motivation and Maslow's theory of hierarchy with examples.	(07)	3	4	U
B).	What is the General Adaptation Syndrome, and how does it relate to the body's response to stressors?	(08)	2	3	U
Q.4	Attempt any two questions. (Each of 7.5 marks)	(15)			
	1. How does problem-focused coping differ from emotion-focused coping, and in what situations might each approach be more effective?		3	4	AN
	2. Define attention, and elaborate on the different types of attention. What distinguishes selective attention from sustained attention?		2	4	U
	3. How has the field of psychology evolved, and how have different schools of thought influenced its development?		3	5	C
	4. Elaborate the concept of perception focused on depth perception, covering both monocular and binocular cues. What role do these cues play in our ability to perceive depth in our surroundings?		2	4	EV