

**PARUL UNIVERSITY**  
**FACULTY OF ARTS**  
**M.A. Winter 2018 – 19 Examination**

**Semester: 1**  
**Subject Code: 15203102**  
**Subject Name: Cognitive Psychology I**

**Date: 28/11/2018**  
**Time: 10:30am to 01:00pm**  
**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.****(08)****A. Multiple choice type questions. (Each of 0.5 mark)**

1. The method of constant stimulus differences is used to measure....  
 (a) absolute threshold                      (b) differential threshold  
 (c) point of subjective equality      (d) variable error
2. \_\_\_\_\_ is the phenomenon in which you try to remember something that is stored in memory but cannot be easily retrieved.  
 (a) priming                                      (b) preconscious processing  
 (c) tip-of-the-tongue                      (d) blindsight
3. Cognitive psychology emerged as a direct counteraction to .....  
 (a) behaviorism                              (b) psychoanalysis  
 (c) structuralism                              (d) functionalism
4. Which of the following is not a psychological antecedent of cognitive psychology  
 (a) structuralism                              (b) associationism  
 (c) functionalism                              (d) behaviorism
5. Most of the early work on attention was carried out in the \_\_\_\_\_ modality.  
 (a) visual    (b) gustatory  
 (c) auditory                                      (d) olfactory
6. Getting distracted by someone calling your name in a noisy environment is called ....  
 (a) tip-of-the-tongue                      (b) cocktail party phenomenon  
 (c) priming    (d) filter theory
7. (i) Attention can be influenced by stimulus salience.  
 (ii) Stimulus salience is a top-down factor.  
 True or false?  
 (a) True-true                                      (b) True-false  
 (c) False-true                                      (d) False-false
8. Which phenomenon is studied through the procedure of precuing?  
 (a) overt attention                              (b) selective attention  
 (c) covert attention                              (d) divided attention
9. Distinguishable stimuli come to be treated as the same thing once they have been placed in the same category. This is called...  
 (a) equivalence class                      (b) concept  
 (c) categorization                              (d) none of these
10. The initial state, goal state, and all the possible intermediate states for a particular problem is called the...  
 (a) means-end analysis                      (b) problem space  
 (c) subgoals    (d) operator
11. \_\_\_\_\_ usually have no single correct answer.  
 (a) convergent thinking                      (b) well defined problems  
 (c) ill-defined problems                      (d) divergent thinking
12. How a problem is stated does not affect problem solving. True or false?  
 (a) true    (b) false
13. When you imagine a possible world resulting from a choice before you, you are engaging in....  
 (a) deductive reasoning                      (b) inductive reasoning  
 (c) conditional reasoning                      (d) hypothetical reasoning
14. If a syllogism is valid, it does not mean that it is also necessarily true. True or false?  
 (a) true    (b) false

15. When we look at a situation retrospectively, we believe we easily can see all the signs and events leading up to a particular outcome. This is called...

- (a) illusory correlation (b) hindsight bias  
(c) overconfidence (d) gambler's fallacy

16. \_\_\_\_\_ is the process of reasoning from one or more general statements regarding what is known to reach a logically certain conclusion.

- (a) deductive reasoning (b) inductive reasoning  
(c) divergent thinking (d) convergent thinking

**B. Terms/ Short notes (Each of 01 mark)**

**(07)**

1. Define sensitivity
2. What is saccadic eye movement?
3. Define selective attention
4. Give one reason why experts are better than novices in solving problems related to their fields.
5. What is analogical transfer?
6. When is a syllogism valid?
7. Mention one factor that contribute to the strength of an inductive argument.

**Q.2 Answer the following.**

- A. Write a note on cognitive load and cognitive resources.  
B. Discuss the Gestalt approach to problem solving.  
C. Write a note on heuristics

**(04)**

**(04)**

**(04)**

**OR**

- C. Describe the method of average error.

**(04)**

**Q.3 Answer the following.**

- A. Discuss divided attention  
B. Write a note on the utility approach to decision making.  
C. What are the functions of concepts?

**(05)**

**(05)**

**(05)**

**OR**

- C. Discuss Magnitude Estimation.

**(05)**

**Q.4**

- A. Discuss Signal Detection Theory.  
B. How do emotions affect decision making?  
C. Briefly discuss Broadbent and Treisman's theories of attention

**(06)**

**(06)**

**(06)**

**OR**

- C. Discuss creativity and hindrances to creative problem solving

**(06)**