

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

Semester: 2
 Subject Code: 15203180
 Subject Name: Psychophysics and Psychological Measurement

Date: 20/04/2019
 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.**(08)****A. Multiple choice type questions. (Each of 0.5 mark)****1. Fechner's law assumes that Weber's law is untrue. True or false?**

- (a) True (b) False

2. Which of the following postulates does not relate to identities or equalities?

- (a) $a=b$ or $b=a$ (b) $a>b$, $b>c$, then $a>c$
 (c) if $a=b$ then $b=a$ (d) $a=b$, $b=c$ then $a=c$

3. Which of the following is a general problem of measurement?

- (a) relativity (b) indirectness
 (c) incompleteness (d) all of the above

4. Which of the following results in an ordinal scale?

- (a) method of successive categories (b) method of rank order
 (c) method of pair comparison (d) method of equal appearing intervals

5. Which of the following uses law of comparative judgment?

- (a) method of successive categories (b) method of rank order
 (c) method of pair comparison (d) method of equal appearing intervals

6. The method of successive categories does not assume that the resulting scale has equal intervals. True or false?

- (a) True (b) False

7. (i) Projective techniques take a more global approach to personality assessment.**(ii) Physical measurements, unlike psychological measurements, do not have an absolute zero. True or false?**

- (a) True; True (b) True; False
 (c) False; True (d) False; False

8. Which of the following uses bipolar adjectives to rate a concept?

- (a) method of pair comparison (b) semantic differential scale
 (c) Q-sort technique (d) method of rank order

9. Which of the following is also called Likert scale?

- (a) method of summated ratings (b) method of equal appearing intervals
 (c) method of successive categories (d) all of the above

10. Refinement in which of the following will result in improved effectiveness of rating scales?

- (a) stimulus variables (b) Response variables
 (c) rating procedures (d) all of the above

11. In item response theory, what is plotted on the x axis of the item characteristic curve?

- (a) probability of guessing (b) probability of answering correctly
 (c) ability (d) Number of participants

12. (i) there are two types of errors in measurement, systematic and random.**(ii) of the two, it is more important to control random error. True or false?**

- (a) True; True (b) True; False
 (c) False; True (d) False; False

13. _____ is a tendency of raters to rate a person in the opposite direction of the trait they possess themselves.

- (a) proximity error (b) logical error
 (c) severity error (d) contrast error

14. Which of the following is not mathematically oriented?

- (a) Rasch scaling (b) classical item analysis
(c) item response theory (d) none of the above

15. _____ items can be answered only by referring to other items.

- (a) double-barreled (b) interlocking
(c) both (d) neither

16. Which feature of the item response curve gives information regarding item difficulty?

- (a) flatness of curve (b) point at which it touches y axis
(c) slope of the curve (d) point at which it touches the x-axis

B. Terms/ Short notes/ Case study/ Charts/ Graphs/ Tables, etc. (Each of 01 mark)

(07)

1. What is a rating scale?
2. What is Stevens' law?
3. What is an item?
4. Give an advantage of method of rank order.
5. Give any two sources of error in measurement.
6. What is psychophysics?
7. What is criterion referencing?

Q.2 Answer the following.

A. What are the levels of measurement?

(04)

B. What are the factors the affect rater's ability to give effective ratings?

(04)

C. Discuss norm referencing

(04)

OR

C. Explain method of summated ratings.

(04)

Q.3 Answer the following.

A. What are the commonalities in the classification of projective techniques?

(05)

B. Discuss methods of measuring absolute threshold.

(05)

C. Discuss Classical Item analysis

(05)

OR

C. Discuss sociometry.

(05)

Q.4

A. Write steps of test construction.

(06)

B. Discuss signal detection theory

(06)

C. What are the different types of rating scales?

(06)

OR

C. Discuss Q-sort technique.

(06)