



Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)

Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore-641043, Tamil Nadu, India

Bachelor's Degree Examination - May 2025

II Semester

Class : I UG
Major : Psychology

Time : 3 Hours
Max. Marks : 100

23BPSC03 Cognitive Psychology

Course Outcomes:

CO1: Understanding the ways in which humans engage in information processing and developing knowledge of the key assumptions as well as distinguishing features of cognitive psychology.

CO2: Learning the different methods ranging from carefully controlled experimental conditions of the lab to the more subjective method of introspection, to understand human mental processes.

CO3: Acquiring basic knowledge of core concepts in human cognition (e.g. attention, memory, reasoning and decision making).

CO4: Developing critical awareness about the classic and current experimental research relating to various cognitive processes.

CO5: Demonstrating appropriate skills essential in designing and conducting experiments in cognitive psychology.

CO6: Applying the knowledge of cognitive processes to one's own personal life and to real life issues.

CO7: Appreciating the role of individual differences and sociocultural factors in cognitive functioning.

Part A

10 x 1 = 10

Choose the Correct Answer

1. Cognitive psychology focuses on brain structure and function is known as CO1K1
 - a. Experimental cognitive psychology
 - b. Cognitive neuroscience
 - c. Ecological approach
 - d. Evolutionary approach
2. The Information Processing Approach views the human mind as similar to CO1K1
 - a. A mechanical machine
 - b. A biological system
 - c. A computer
 - d. An evolutionary organism
3. Attention proposes that only one message is processed at a time is given in CO2K1
 - a. Capacity model
 - b. Early selection theory
 - c. Late selection theory
 - d. Divided attention theory
4. Consciousness primarily serves the function of CO2K1
 - a. Encoding sensory input
 - b. Monitoring internal and external stimuli
 - c. Storing long-term memories
 - d. Enhancing motor skills
5. Autobiographical memory is a type of CO3K1
 - a. Working memory
 - b. Short-term memory
 - c. Long-term memory
 - d. Sensory memory
6. The purpose of mnemonics in memory is best described as CO3K1
 - a. To enhance attention span during learning
 - b. To provide shortcuts for information retrieval
 - c. To organize information for easier recall
 - d. To improve problem - solving skills
7. Drawing specific conclusions from general principles is referred as CO4K1
 - a. Inductive reasoning
 - b. Deductive reasoning
 - c. Analogical reasoning
 - d. Heuristic reasoning
8. The availability heuristic affects decision making by CO4K1
 - a. Encouraging logical analysis
 - b. Relying on recent or easily recalled information
 - c. Focusing on probabilities
 - d. Eliminating bias
9. The Ecological Approach to cognitive psychology emphasizes CO1K1
 - a. Brain structure and function
 - b. Interaction between individuals and their environment
 - c. Evolution of cognitive processes
 - d. Capacity of short-term memory
10. Working memory primarily involves CO3K1
 - a. Long-term storage of information
 - b. Conscious manipulation of information
 - c. Encoding sensory data
 - d. Forgetting irrelevant details

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. Discuss about the nature and scope of cognitive psychology. CO1K2
(or)
- 11.b. Give a detailed account on the Information Processing Approach. CO1K2
- 12.a. Explicate on the differences between selective, divided, and sustained attention. CO2K3
(or)
- 12.b. Expound on the Capacity Model of Attention. CO2K3
- 13.a. Differentiate between sensory memory, short-term memory, and long-term memory. CO3K4
(or)
- 13.b. Enlighten on the role of mnemonics in memory enhancement. CO3K4
- 14.a. Summarize the nature of consciousness. CO2K5
(or)
- 14.b. Distinguish between Early and Late Selection theories of attention. CO2K5
- 15.a. Discuss about the significance of reasoning in cognitive psychology. CO4K4
(or)
- 15.b. Evaluate the role of heuristics in decision-making. CO4K4

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 16.a. Compare and contrast Cognitive Neuroscience and Cognitive Neuropsychology. CO1K2
(or)
- 16.b. Discuss about the paradigms of cognitive psychology with examples. CO1K2
- 17.a. Explain about the theories of attention and their application in real-world scenarios. CO2K3
(or)
- 17.b. Write the types and functions of consciousness in cognitive processes. CO2K3
- 18.a. Enumerate on the processes of encoding, storage, and retrieval in memory. CO3K4
(or)
- 18.b. Evaluate the working memory model and its applications in everyday life. CO3K4
- 19.a. Elaborate on everyday memory with examples of autobiographical, eyewitness, and prospective memory. CO3K5
(or)
- 19.b. Summarize the role of encoding and retrieval in the context of memory improvement techniques. CO3K5
- 20.a. Differentiate between inductive and deductive reasoning with examples. CO4K3
(or)
- 20.b. Elucidate on the impact of heuristics and biases on decision-making. CO4K3
