

**Avinashilingam Institute for Home Science and Higher Education for Women
Coimbatore- 641043.**

**Master's Degree Examination – November 2017
I Semester**

**Class : I PG
Major : Applied Psychology**

**Time: 3 hours
Max. Marks: 60**

17MAPC03 Applied Cognitive Psychology

PART-A

10X1=10

Choose the correct answer:

1. When we just start completely agreeing with some deduced results or principles and try to apply to particular cases, it is known as:
(a) Deductive Reasoning (b) Inductive Reasoning
(c) Divergent Thinking (d) Convergent Thinking
2. "Mental Trial and Error" is otherwise known as:
(a) Perception (b) Learning (c) Thinking (d) Sensation
3. The concept of "Intelligence Quotient" was devised by a German psychologist:
(a) Spencer (b) Stern (c) Thurstone (d) E. G. Boring
4. Fluid and crystallized intelligence are the major theoretical components of intellectual activity proposed by:
(a) R. B. Cattell (b) E. G. Boring (c) J. S. Bruner (d) Cyril Burt
5. Bhatia's test of intelligence is basically designed:
(a) To test the rural illiterate population of India
(b) To test the urban illiterate population of India
(c) To test the urban literate population of India
(d) To test the urban literate population of England
6. Semantic and Episodic memory are two kinds of:
(a) Short-term memory organisation (b) Retrieval Process
(c) Long-term memory organization (d) Rehearsal Process
7. The short-term store holds information for up to about:
(a) 20 seconds (b) 40 seconds (c) 30 seconds (d) 50 seconds
8. The psychological viewpoint that favors the study of how the mind organizes perceptions, processes information, and interprets experiences is known as:
a. cognitive psychology b. clinical psychology
c. biopsychology d. industrial psychology
9. The characteristic of language marked by the ability to refer to objects and events that are not present is:
a. semanticity b. Generativity
c. displacement d. Phonology
10. The smallest meaningful units of language are:
a. syntax b. Morphemes
c. phonemes d. Semantics

PART- B
ANSWER THE FOLLOWING IN 200 WORDS

(5x4=20)

11. a. Write short notes on deficits in perception.
OR
b. Give a short notes on neuron and its structure.
12. a. Explain the memory techniques.
OR
b. Discuss about the cognitive neuroscientific approach to attention and consciousness.
13. a. Discuss the various concepts related to language development.
OR
b. Comment on the process of language comprehension.
14. a. Explain reasoning and its types.
OR
b. Write short notes on creativity.
15. a. Explain the relation between information processing and intelligence.
OR
b. Briefly explain about the development of intelligence in adults.

PART- C
ANSWER THE FOLLOWING IN 600 WORDS

(5x7=35)

16. a. Explain the various theoretical approaches in perception.
OR
b. Give a detailed account of brain and behaviour.
17. a. Give a detailed account on attention.
OR
b. Discuss about the various memory models and research methods.
18. a. Discuss the language development process.
OR
b. Comment on the language in context.
19. a. Explain the problem solving cycle.
OR
b. Elaborate on the decision making and judgement.
20. a. Explain how intelligence can be improved.
OR
b. Explain the alternative approaches of intelligence.