

Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University), Coimbatore – 641 043

Master's Degree Examination - November 2018
Semester – I

Class : I P.G.
Major : Applied Psychology

Time : 3 hours
Max. Marks: 60

17MAPC03 Applied Cognitive Psychology

PART –A 10 X ½ = 5

Choose the correct answer

1. The route to knowledge is through thinking and logical analysis according to
a. empiricist b. explorer c. rationalist d. innovator
2. The abilities are used to ascertain whether the ideas created are good ones, is termed as
a. creative abilities b. practical abilities
c. social abilities d. analytical abilities
3. The selection of stimuli to attend is called
a. orienting b. perception c. alerting d. arousal
4. Repeating the items in a list in the exact order in which we heard or read them is known as
a. free-recall task b. cued-recall task
c. recall task d. serial-recall task
5. Study of meaning in a language is termed as
a. syntax b. phonetics c. semantics d. pragmatics
6. The speaker uses a language element that was appropriate earlier in the sentence but that is not appropriate later on is defined as
a. perseveration b. spoonerisms c. anticipation d. malapropism
7. "Problem Solving" and "Creative Thinking" are two main forms of
a. Autistic Thinking b. Directed Thinking
c. Image d. Realistic Thinking
8. When children recognize that each individual is aware of other people's thoughts and feelings, it is called as
a. Self-reflection b. Social information role taking
c. conventional system role taking d. Mutual role taking
9. Watson, the founding father of Behaviourism, stressed that thinking is nothing but
a. Sub vocal talking b. Silent talking
c. Meditation d. Yoga
10. The term "Intelligence Quotient" was coined by
a. A. R. Jensen b. E. L. Thorndike
c. R. B. Cattell d. William Stern

PART – B

5 X 4= 20

Answer all questions

Answer should not exceed 200 words or one page

11. a. Explain about the Emergence of Cognitive Psychology.
(Or)
11. b. Write short notes on Deficits in Perception.
12. a. Briefly mention about the theories of selective attention.
(Or)
12. b. Outline the Levels of Processing Model.
13. a. Explain about the Properties of Language.
(Or)
13. b. Explain about understanding the words during Language Comprehension?
Explain.
14. a. Write short notes on four Heuristics.
(Or)
14. b. Compare and contrast between Negative and Positive Transfer.
15. a. Briefly mention about the Classical Decision Theory.
(Or)
15. b. Write short notes on Fallacies.

PART – C

5 X 7= 35

Answer all questions

Answer should not exceed 600 words or three pages

16. a. Discuss in detail about psychological and philosophical antecedents of psychology.
(Or)
16. b. Delineate on sensation to representation.
17. a. Enumerate on neuroscience of attention and consciousness.
(Or)
17. b. Elucidate on the constructive nature of memory.
18. a. Elaborate on various reading problems.
(Or)
18. b. Give a detailed account on language in terms of social context.
19. a. Explain about the problem solving cycle.
(Or)
19. b. Enumerate on creativity and its characteristics.
20. a. Give a detailed account on Deductive Reasoning.
(Or)
20. b. Elaborate on various alternative approaches to intelligence.
