



**Avinashilingam Institute for Home Science and Higher Education for Women**  
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)  
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B  
Coimbatore - 641 043, Tamil Nadu, India

**Bachelor's Degree Examination – June / July 2021**  
**II Semester**

**Class : I UG**  
**Major : Human Development**

**Time : 3 Hours**  
**Max. Marks : 100**

**18BHDC05 Elements of Human Behaviour**

**Part A**

**10 x 1 = 10**

**Choose the Correct Answer**

1. The response of individuals or groups of humans to internal and external stimuli is called \_\_\_\_\_  
a. human psychology      b. human behavior      c. human ability      d. human attitude  
CO1K2
2. Behavioural sciences include \_\_\_\_\_ broad categories.  
a. two      b. three      c. four      d. five  
CO1K1
3. The part of the brain controls higher mental activities like reasoning is  
a. Temporal lobe      b. Frontal lobe      c. Medulla oblongata      d. Cerebellum  
CO2K2
4. The pituitary gland controls other parts of the endocrine system. So, it is called as \_\_\_\_\_ gland.  
a. master      b. control      c. superior      d. coordinating  
CO2K3
5. The nerve cell communicates with other cells through specialized connections called  
a. reflexes      b. synapses      c. senses      d. signals  
CO2K3
6. \_\_\_\_\_ refers to the way sensory information is organized, interpreted, and consciously experienced.  
a. Coordination      b. Sensation      c. Perception      d. Interpretation  
CO5K4
7. The \_\_\_\_\_ domain involves the development of our mental skills and the acquisition of knowledge.  
a. cognitive      b. affective      c. psychomotor      d. social  
CO3K3
8. A teacher give awards to the students who are well-behaved. Students eventually realize that when they voluntarily become quieter and better behaved to claim awards. This is an example for \_\_\_\_\_ conditioning.  
a. classical      b. operant      c. behaviour      d. social  
CO4K5
9. \_\_\_\_\_ memory is also known as working memory.  
a. Short term      b. Long term      c. Sensory      d. Retrieval  
CO5K3
10. According to \_\_\_\_\_ theory of forgetting, all memories fade automatically as a function of time.  
a. Decay      b. Interference      c. Motivated forgetting      d. Memory  
CO5K3

**Part B**

**5 x 6 = 30**

**Answer ALL questions**

**Each answer should not exceed 400 words or two pages**

- 11.a. Define human behaviour. Explain the origin of human behaviour. CO4 K1  
(or)  
11.b. How are messages interpreted? CO4K1
- 12.a. Enumerate the goals of human behaviour. CO3K2  
(or)  
12.b. Brief on the role of sensory channels in our body. CO3K2
- 13.a. Describe the structure of the brain. CO2K2  
(or)  
13.b. Enumerate the domains of learning. CO2K2
- 14.a. Write a short note on perception. CO3K2  
(or)  
14.b. Detail the process of learning. CO3K2
- 15.a. Highlight the causes of forgetting. CO2K3  
(or)  
15.b. Detail the visual and auditory mode of learning. CO2K3

**Part C**

**5 x 12 = 60**

**Answer ALL questions**

**Each answer should not exceed 800 words or four pages**

- 16.a. Differentiate between early and modern fields of behavioural sciences. CO2K2  
(or)  
16.b. Differentiate between classical conditioning and operant conditioning. CO2K2
- 17.a. Compare between special and applied fields of human behaviour. CO3K3  
(or)  
17.b. Discuss on theories of forgetting. CO3K3
- 18.a. Explain the role of endocrine glands in our body function. CO4K1  
(or)  
18.b. How kinaesthetic style of learning is related to academic achievement? CO3K2
- 19.a. Explain Freud's theory of motivated forgetting. CO2K2  
(or)  
19.b. Elaborate the sensation process. CO2K2
- 20.a. How pituitary glands help in hormonal balance of our body? CO1K1  
(or)  
20.b. What is memory? Discuss on types of learning. CO1K1

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