

[This question paper contains 2 printed pages.]

Sr. No. of Question Paper : 6317

Your Roll No.....

Unique Paper Code : 211101

Name of the Paper : Psychology and its Application – 1

Name of the Course : **B.A. (Hons.) Applied Psychology, 2016**

Semester : I

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt all **five** questions.
3. **All** questions carry equal marks.

1. Describe the contemporary perspectives in psychology in detail. (15)

OR

Describe the structure and functions of a neuron. (15)

2. What is attention ? Critically evaluate **any three** theories of selectivity of attentional processes. (2,13)

OR

What is perception ? Elucidate the phenomena of perceptual constancies. (3,12)

3. Explain the principles of classical conditioning. Highlight the applications of classical conditioning in every day life. (10,5)

OR

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Discuss the three stage model of memory with suitable empirical evidence. (15)

4. Describe the different approaches to understand human motivation. (15)

OR

What are emotions? Does culture and gender influence the experience and expression of emotions? (5,10)

5. Write short notes on **any two** of the following: (7½,7½)

- (a) Psychology in India
- (b) Divided Attention
- (c) Cognitive Learning
- (d) Methods of Improving Memory
- (e) Achievement Motivation