



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program : Third Semester – 2020

Paper: Cognitive Psychology

Course Code: APSY-231

Part – I (Compulsory)

Time: 15Min. Marks: 10

Roll No. in Fig.

Roll No. in Words.

Attempt this Paper on this Question Sheet only.

Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

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Signature of Supdt.:

Q.1. Encircle the right answer cutting and overwriting is not allowed. (10x1=10)

1. Two-string problem was introduced by _____.
a) Dunker b) Maier c) Newell d) Moray
2. Analogical paradox was introduced by _____.
a) Dunker b) Dunbar c) Maier d) Newell
3. 'Cognitive revolution' started in early _____.
a) 1950s b) 1960s c) 1970s d) 1980s
4. The term 'Cognitive Psychology' was coined by _____.
a) Neisser b) Tolman c) Chomsky d) none of these
5. Schnieder and Shiffrin (1977) indicated that _____ can be achieved with practice.
a) Selective Attention b) Divided Attention c) Covert Attention d) none of these

6. _____ proposed that overall experience is determined by combining basic elements of experience.
a) Functionalism b) Gestalt School c) Structuralism d) none of these
7. The amount of a person's cognitive resources needed to carry out a particular cognitive task is called _____.
a) Cognitive Load b) Cognitive Space c) Working Memory d) none of these
8. Conditioning can result into _____ memories.
a) Explicit b) Episodic c) False d) none of these e) all of these
9. _____ representing the items in terms of their meaning.
a) Priming b) Semantic Coding c) Procedural Coding d) none of these e) all of these
10. The number of digits a person can remember is _____.
a) Digit Span b) Working memory c) Priming d) none of these



ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.2. Give short answers of the following:

(10x2=20)

1. Draw the flow diagram of Broadbent's filter model.
2. Differentiate between working memory and short-term memory.
3. What are major functions of limbic system?
4. What is memory consolidation?
5. What is Broca's aphasia?
6. What is Bottom-up Processing?
7. What is serial position effect?
8. What is chunking?
9. What is retroactive interference?
10. Explain size constancy.

Q.3. Give brief answers of the followings.

(5x6=30)

1. Write a comprehensive note on information coding in visual cells.
2. Explain Heuristics and algorithms in detail.
3. Describe 'Feature Integration Theory'.
4. Write a comprehensive note on Child Language Acquisition.
5. Explain Means-Ends Analysis.