



UNIVERSITY OF THE PUNJAB

Third Semester – 2019

Examination: B.S. 4 Years Program

Roll No.

MAX. TIME: 2 Hrs. 45 Min.

MAX. MARKS: 50

PAPER: Cognitive Psychology

Course Code: APSY-231 Part – II

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.2. Give short answers of the following:

(2 x 10 = 20)

1. Draw the flow diagram of Broadbent's filter model.
2. Why Hippocampus is important?
3. What is primacy effect?
4. What is Wernickes's aphasia?
5. What is mnemonic strategy?
6. What is retroactive interference?
7. What is hemispheric specialization?
8. What is a Geon?
9. What is top-down processing?
10. What is color constancy?

Q.3. Give brief answers.

(3 x 10 = 30)

1. Write a comprehensive note on Syllogism.
2. Explain Linguistic Determination in detail.
3. Write a comprehensive note on long-term memory.



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Roll No. in Fig.

Roll No. in Words.

PAPER: Cognitive Psychology

Course Code: APSY-231 Part-I (Compulsory)

MAX. TIME: 15 Min.

MAX. MARKS: 10

Signature of Supdt.:

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Division of marks is given in front of each question.

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

Q.1. Encircle the right answer, cutting and overwriting is not allowed. (1x10=10)

- 1- The Candle Problem was first described by _____.
a) Dunker b) Newell c) Moray d) Humphreys
- 2- The transfer from one problem to _____ is called analogical transfer.
a) Another problem b) its solution c) escape d) none of these
- 3- The term 'Cognitive Psychology' was coined by _____.
a) Neisser b) Tolman c) Chomsky d) none of these
- 4- _____ is strongly associated with consolidation of memories.
a) Hippocampus b) Broca's Area c) Brain Stem d) Reticular Formation
- 5- _____ effect describes that decisions are influenced by how the choices are stated.
a) Stating b) Framing c) Decision d) none of these
- 6- Schneider and Shiffrin (1977) indicated that _____ can be achieved with practice.
a) Selective Attention b) Divided Attention c) Covert Attention d) none of these
- 7- _____ proposed that overall experience is determined by combining basic elements of experience.
a) Functionalism b) Gestalt School c) Structuralism d) none of these
- 8- In 1948 _____ talked about cognitive map.
a) Tolman b) Chomsky c) McCarthy d) Watson
- 9- Conditioning can result into _____ memories.
a) Explicit b) Episodic c) False d) none of these
- 10- The process by which short-term memories are converted into long-term memories is named as:
a) Shaping b) Retention c) Consolidation d) none of these