PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2024
(First Semester)

Branch - ENGLISH

APPLIED BEHAVIOURAL SCIENCE

Time: Three Hours   Maximum: 75 Marks

SECTION-A (10 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which research method allows researchers to establish cause-and-effect relationships between variables? a. Correlational method b. Case study method c. Experimental method d. Observational method	K1	CO1
	2	Tell the branch of psychology that focuses on understanding how individuals perceive, think, and solve problems? a. Cognitive psychology b. Developmental psychology c. Social psychology d. Clinical psychology	K2	CO1
2	3	The Müller-Lyer illusion demonstrates how: a. Our perception of brightness is influenced by surrounding context b. We tend to perceive objects that are closer to us as larger c. Our perception of line length can be distorted by arrowheads at the ends of the lines d. Our perception of color is influenced by the surrounding environment	K1	CO2
	4	Sleep stages are typically measured using which of the following techniques? a. fMRI b. Electroencephalography (EEG) c. Positron emission tomography (PET) d. Magnetic resonance imaging (MRI)	K2	CO2
3	5	Which theory of motivation suggests that behavior is motivated by the desire to maintain an optimal level of arousal? a. Drive reduction theory b. Two-factor theory c. Arousal theory d. Incentive theory	K1	CO3
	6	Which memory system is responsible for the temporary storage and manipulation of information in consciousness? a. Sensory memory b. Short-term memory c. Long-term memory d. Working memory	K2	CO3
4	7	Which theory of intelligence emphasizes the importance of both fluid intelligence and crystallized intelligence? a. Spearman's two-factor theory b. Gardner's theory of multiple intelligences c. Sternberg's triarchic theory d. Binet's theory of general mental ability	K1	CO4
	8	Divergent thinking is characterized by: a. Generating multiple solutions to a single problem b. Converging on a single correct answer to a problem c. Focusing on known solutions and established procedures d. Following a step-by-step process to reach a solution	K2	CO4

5	9	According to the Big Five model of personality, which of the following traits reflects the degree to which individuals are organized, responsible, and dependable? a. Extraversion b. Neuroticism c. Conscientiousness d. Openness to experience	K1	CO5
	10	The therapeutic technique in which clients express their thoughts and feelings freely without censorship or judgment is called: a. Active listening b. Reflection c. Dream analysis d. Free association	K2	CO5

SECTION - B (35 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** Marks   (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Discuss about the case study and survey method.	K1	CO1
		(OR)		
	11.b.	Explain the contributing fields of behavioral science.		
2	12.a.	Choose the characteristics of attention.	K3	CO2
		(OR)		
	12.b.	Illustrate the stages of sleep.		
3	13.a.	Classify the biological and social motive.	K3	CO3
		(OR)		
	13.b.	Recommend some of the study habits.		
4	14.a.	Show the steps in creativity.	K3	CO4
		(OR)		
	14.b.	Illustrate the problem solving and its steps.		
5	15.a.	State the Adler's theory based on personality.	K1	CO5
		(OR)		
	15.b.	List the skills in counseling.		

SECTION -C (30 Marks)
Answer **ANY THREE** questions
ALL questions carry **EQUAL** Marks   (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Analyze the branches of psychology in detail.	K3	CO1
2	17	Differentiate the principles of perception.	K4	CO2
3	18	Compare the classical and operant conditioning.	K3	CO3
4	19	Evaluate the theories of intelligence.	K4	CO4
5	20	Enumerate the psychoanalytic theory based on personality.	K4	CO5

Z-Z-Z   END