

MPY
FIRST SEMESTER
Cognitive Psychology
(MPY-01)

Duration: 3Hrs.

Full Marks: 70

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

1. Answer any four of the following:

5x4=20

- a) State the similarities and differences between visual images and pictures.
- b) What are schemata and scripts? Compare.
- c) Write a note on forgetting.
- d) Write a note on divided attention.
- e) Distinguish between bottom-up and top-down perceptual processes.
- f) Describe Finke's principles of imagery.

2. Answer any three of the following:

10x3=30

- a) Mention and discuss the Semantic Memory Models.
- b) Summarize the findings of neuropsychological research on localizing memory in the brain.
- c) Point out and explain the various memory improving techniques.
- d) Describe the differences and similarities among the various theories of Attention.
- e) Compare the similarities and differences between feature analysis and prototype matching models.

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PART A: Objective

Duration: 20 minutes

Marks – 20

1. Fill in the blanks:

1x5=5

- a) The _____ controls the pituitary gland by releasing hormones.
- b) _____ controls vital functions such as breathing and heart rate.
- c) A principle of retrieval, discovered by Thomson & Tulving is _____
- d) Attention captured the Interest of William James in late _____.
- e) Practitioners of _____ study cognitive deficits in certain brain damaged individuals.

2. Match the following:

1x 5=5

- | | |
|------------------------------|----------------------------------|
| a) William James | i) Brain Mapping |
| b) Localization of functions | ii) Selective looking |
| c) Semantic Memory | iii) The Principle of Psychology |
| d) Neisser & Becklen | iv) Genetic Epistemology |
| e) Broadbent | v) Common Sense Knowledge |
| | vi) Human factor engineering |

3. Choose the correct alternatives

1x5=5

- a) One alternative to the Modal view of memory is levels of processing theory memory. (True/False)
- b) Episodic memory holds information that has entered your general Knowledge base. (True/False)
- c) Posner & Raichle did not propose the three networks of visual attention. (True/False)
- d) Broca worked on the question of disruptions accompanying specific kinds of brain damage (True/False)
- e) The prefrontal cortex directs five motor movements. (True/ False)

PTO.....

4. Choose the correct alternatives by tick mark:

1x5=5

a) Regulates basic biological functions including hunger, thirst etc.

- (i) Hypothalamus (ii) Medulla (iii) Amygdala (iv) Thalamus

b) Errors made while recalling information from LTM are likely to be _____

- (i) Acoustic similarity (ii) Semantic confusion (iii) Semantic similarity (iv) Sound alike

c) The acts of behavior permitted by objects, places and events

- (i) Affordance (ii) Prosopagnosia (iii) Change blindness (iv) Prototype

d) Holds unattended messages

- (i) Attenuation theory (ii) Filter theory (iii) Schema theory (iv) Divided Attention

e) A body of knowledge structured according to what its proponents consider important and what they do not

- (i) Metacognition (ii) Paradigm (iii) Schema (iv) Mnemonics.
