Level: BBM (IVth Semester) F.M.: 100
Time: 3 hrs. P.M.: 50
Course Title: Social Psychology **Date: 2080/11/23**

Candidates are required to give the answer in their own words as far as practicable.
The figures in the margin indicate full marks.

Group "A"

Brief Answer Questions: **[10 x 2 = 20]**

1. List down the factors within perceiver that influences perception.

2. How is homeostasis related to motivation?

3. Comment on importance psychodynamic perspective to study psychology.

4. Why need for achievement is secondary motive?

5. Define case study method.

6. How can a manager benefit from empathetic skill? Mention in brief.

7. After surviving a dangerous accident, Sohan is unable to recall past memories before the accident. What kind of forgetting is it?

8. What is spatial intelligence?

9. State the fields of psychology.

10. Briefly mention why Milgram's experiment on obedience was infamous?

Group "B"

Descriptive answer Questions **[6 x 5 = 30]**

11. Explain what information processing model of memory tell about memory formation.

12. Why are employees not motivated? Explain with the help of dimensions of emotion.

13. Prejudice is the root cause of all evil in society. Why does it happen? Can it be ever eliminated?

14. Howard Gardner Says 'It's not how smart you are that matters, what really counts is how you are smart. Elaborate his saying on the basis of theory of multiple intelligence.

15. Discuss how arousal theory contradicts to drive theory in explaining motivation.

16. How would you conduct a research if you were to collect opinion of teenagers towards smoking? Describe.

Group "C"

Analytical Answer Questions **[3 x 10 = 30]**

17. Out of reinforcement and punishment which approach is more suitable to discipline students? Discuss with respect to their types.

18. Who are regarded as mentally retarded? What are its causes?

19. Discuss the implications of person perception in organization.

Group "D"

Comprehensive Answer Questions: **[4 x 3 = 12]**

20. Read the following cases carefully and answer the questions that follow:

John B. Watson and Rosalie Rayner showed how conditioning could be used on a human infant. Watson and Rayner presented Albert (a well- adjusted 9-month-old) with many objects, including a rat, blocks, a rabbit, a dog, a monkey, masks with and without hair, cotton, wool and burning newspapers. Albert showed no fear of any of these objects - they were all neutral stimuli for the fear response. Watson and Rayner decided that, when Albert was 11 months old, they would attempt to condition him to fear rats. They began by placing a furry white rat in front of him. Albert would reach out to touch it, and each time he did, one of Watson's assistants would strike a metal bar with a hammer behind Albert.

The first time the metal bar was struck; Albert fell forward and buried his head in a pillow. The next time he reached for the rat and the bar was struck,

Albert began to whimper. The noise, the unconditioned stimulus, brought about a naturally unconditioned response, fear. After only a few such pairings, the rat became a conditioned stimulus that elicited a conditioned response, fear.

Five days after Watson and Rayner conditioned Albert to fear rats, they presented him with blocks, a rabbit, a rat and a dog, each alone. They also showed him a number of other stimuli, including a Santa Claus mask. Albert reacted fearfully to all but the blocks. His conditioned fear response generalized to include the rabbit and all of the white furry Objects he was shown, but not to any dissimilar toys.

Questions:

a. What type of conditioning was Little Albert subjected to? Explain.

b. What principles of conditioning is applicable in the case of Albert?

c. Can conditioning be regarded as learning? Why?

d. After Albert was conditioned to fear rabbit and all of the white furry objects, what could be done so that the conditioned response could be minimized?

ALL THE BEST