

## PSYCHOLOGY (Test Code : 594)

Name of Candidate  Registration No.

Schedule  Module

Place  Time  Date

Classroom  Distance Learning  Classroom & Distance Learning

### INDEX TABLE

Q. No.	Maximum Marks	Marks Obtained
1.(a)	10	
1.(b)	10	
1.(c)	10	
1.(d)	10	
1.(e)	10	
2.(a)	15	
2.(b)	15	
2.(c)	20	
3.(a)	15	
3.(b)	15	
3.(c)	20	
4.(a)	15	
4.(b)	15	
4.(c)	20	
5.(a)	25	
5.(b)	25	

Maximum Marks : 250

Remarks:

Signature of Examiner

### EVALUATION INDICATORS

1. Alignment Competence
2. Context Competence
3. Content Competence
4. Language Competence
5. Introduction Competence
6. Structure - Presentation Competence
7. Conclusion Competence

### INSTRUCTIONS

1. Do furnish the appropriate details in the answer sheet (viz. Name, ID Number and Test Code).
2. Candidates should attempt answer to the par/sub-part of a question strictly within the pre-defined space. Any attempt outside the pre-defined space shall not be evaluated.
3. The candidate need not write anything in h s/her answer that derogates the dignity of an individual or an organization.
4. Candidates should attempt all questions strictly in accordance with the instruction given under each question.
5. The candidate should respect the instructions, given by the invigilator.

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**PSYCHOLOGY (Test Code : 594)**

**Overall Macro comments / feedback / suggestions on Answer Booklet:**

1.

2.

3.

4.

5.

**All The Best**

1. (a) What is the role of intuition in decision making? What are its advantages and disadvantages? 10

### Decision Making & Intuition:-

Decision making is the process of evaluating alternatives in order to reach find the correct alternative based on i) utility and ii) subjective probability.

Rational decision making takes into account past experiences, to arrive at right utility and choosing the option that has high likelihood of occurrence, with greatest utility.

Intuition or sometimes called gut feeling at times guide decision making. If we've past experience in decision domain, this stored knowledge will guide us to make the decision in the form of intuition.

Advantages:

- i) faster decisions
- ii) can be used in ambiguous situations

- iii) More likely to succeed if the decision maker has past experience

Disadvantages:

- i) It's not a rational decision
- ii) prone to failure
- iii) Doesn't employ scientific methods considering utility and probability.
- iv) Not better than satisficing or bounded rationality model.

1. (b) What are flashbulb memories? How accurate are they?

10

**Flashbulb Memories:-**

Flashbulb memories are vivid memories of events that captured the elements of event in perfect detail. These are memories of personal experience. They form part of the episodic memory in long term memory.

Important Aspects:-

i) Automatic Encoding: They get encoded in long term memory with little or no effort.

ii) Emotion Provoking: They are highly emotion provoking in nature.

Example: Death of Sarvepalli Indira Gandhi, still lingers in the minds of people.

Accuracy:

Flashbulb memories are more accurate than other forms of memory because we remember events in vivid detail. A person can recite the events fully from memory.

Problems: Since the situation of acquisition is highly emotion provoking there are chances that we might miss minute details of the event since they were not attended and encoded.

1. (c) How did the idea of imageless thought challenge Wundt's conception of conscious experience? 10

### Imageless thought and Wundt:

Wilhelm Wundt was the first to establish a laboratory to study psychological phenomena. His studies were based on conscious experience of the events by the individuals. He believed that the thinking process involves images and by processing of images.

### Present Evidences:-

Present evidences on thinking and thought process show that we employ elements like

- i) Concepts
- ii) Schemas
- iii) Propositions and Mental models.

Concepts are mental categorisations of objects or events. They can be defined in terms

of their attributes. For natural concepts we use prototypes or exemplars. Thus we think semantically, not just pictorially. The concepts are organized in schemas.

We work on concepts using propositions, which are linked in a mental model.

These evidences clearly counter Wundt's view on conscious experience.

1. (d) Will Biology replace Psychology? Give arguments in support of your answers. 10

### Biology vs Psychology :-

Psychology is the scientific study of human behavior. It is a pseudo-science of recent origin and is growing with time.

Role of Biology: While biology can be used to explain some of the psychological phenomena it is not possible

to explain many psychological phenomena. In this sense biology cannot replace psychology and is here to stay.

### Where Biology Works:

- Biology can explain the perceptual process like form perception, size perception, constancies etc.
- Biology can explain some of the neurotic disorders
- Biology can explain how emotions work

### Where Psychology works:

Many phenomena can be explained only through psychological studies.

- 1) Human attitudes and prejudices
- 2) Personality issues
- 3) Psychotic disorders and somatoform disorders.
- 4) Cognition

We can convincingly say that Psychology can't be replaced by Biology.

1. (e) How would you use cognitive dissonance to motivate pro-social behavior? Give examples. 10

### Cognitive dissonance Theory:

It is a theory of attitude change. It states that when an individual holds beliefs that are conflicting in nature, it results in cognitive dissonance. It is a state of arousal, where he strives to strike a balance

- by
- a) Modifying one of the elements of dissonance
  - b) Adding a new element.

### Motivating Pro-social behavior:-

- Dissonance can be used to motivate pro-social behavior by using "Counter attitudinal Role playing".

(E.g) If a person feels death penalty is needed. If we ask him to debate that it's not needed, then he might get dissonance and is likely to change his attitude.

(e.g) Smoking in public places :-

If a person holds a belief that it is not wrong to smoke in public places and is not harmful to anybody, then by providing information on effects of passive smoking he might experience dissonance and change his attitude.

(e.g) Littering the environment:

Dissonance can be invoked by using media campaigns to show that responsible citizens don't litter. Since everyone believes themselves to be a responsible citizen, they experience dissonance.

2. (a) It is often said that the way to a man's heart is through his stomach. How do theories of learning support this claim? 15

The statement implies that if we meet the needs of the person, he will share his thoughts.

In learning perspective this can be construed as the individual's response will be based on the consequences. This is explained by the operant conditioning theory of learning.

According to Operant conditioning, an organism learns to respond or not to respond based on consequences.

These consequences are called the reinforcers. They can be primary or secondary.

In this statement, he want the individual to spill the thoughts or ideas he holds. It is the desired response.

By providing food and satisfying him, we gain his acceptance. The satisfaction of his stomach is the stimulus. The sharing of thoughts is the response.

This is a typical S-R approach.

If the individual thinks after receiving food, whether to share or not, the consequences, then it involves cognitive processes explained by S-O-R approach.

The 'O' stands for organism, the individual. He gets the information, encodes it, elaborates it to see from personal experience the usefulness of sharing or not sharing and then acts.

According to Mischel, human beings are active information processors and not mere passive responders as portrayed by S-R approach.

2. (b) Critically evaluate the proposition that one's native language provides the context for learning a second language. 15

### Acquisition of second language:-

Native language acquisition has been explained by many theorists. Prominent among them are Chomsky who stated that language is an innate faculty. In addition, Behaviorists like Skinner accounted for language acquisition using reinforcement mechanism.

### Use of native language:-

According to Chomsky, all the languages of the world share a universal grammar. They belong to either of the few patterns of  $S+V+O$ ,  $S+O+V$  etc.

By knowing this grammar, the learner can easily employ the same concepts in second language acquisition. If the second language is also of same grammar its easier to learn. The more similar the 2 languages, the more easier to learn.

(e.g) Kannada and Telugu, and similarly Tamil and Malayalam are closely related and easily learned.

### Critical Analysis:-

The major criticism of this proposition is from evidences of interference.

Interference are of 2 kinds, i) Proactive - native language affects learning of new language  
ii) Retroactive - New language affect native language.

Skaggs's Robinson Hypothesis states that the similarity affects the outcome of learning.

\* In addition Interactionists reject the role of universal grammar.

\* Psychologists like Lenneberg and Curtiss stress the role of critical periods even for second language acquisition.

2. (c) How do capacity theories of attention differ from filter theories? What evidence suggests that the more attention is allocated to one task, the less is available for other tasks? 20

### Attention :-

Attention is the process of focussing on selective stimuli for conscious experience. Attention has a i) focus and ii) Margin. Focus refers to the stimuli presently attended to and margin refers to ones outside conscious experience but can be readily brought to focus.

## Filter Theories

**Broadbent Theory:** According to this theory filtering happens at an earlier stage before analysis of the stimuli, in the sensory register itself.

**Filter at later stages:** This theory proposes that we analyze the stimuli and choose one based on our interest, attitude and motivation. (Schneider).

## Filter Attenuation Model: Kahneman Treisman

In this model, <sup>Treisman</sup> ~~Kahneman~~ states that we don't completely filter information, we rather attenuate the stimulus and choose the stimulus we desire.

## Information Processing Model of Attention:-

Information Processing model was given by Kahneman and Treisman. According to this theory, human beings have limited information processing capacity. 'Attention involves reallocating

information processing capacity. They have resources of limited capacity which they try to allocate optimally across the focus and margin.

### Differences with Traditional Filter Theories:-

- i) Stress on cognitive aspects of attention
- ii) Accounts for faster switching across stimuli
- iii) Focus on biological aspects like sensory memory
- iv) Useful for research and attention skill development.

### Evidences for less resources for other task:

- i) Cocktail Party Phenomenon: When we are engaged in a conversation, we can't hear other stimuli except one that are personally relevant.
- ii) Shadowing experiment for auditory stimuli.
- iii) George Miller experiment on short-term memory capacity:  $7 \pm 2$  items.
- iv) Experiments on Iconic memory by Sperling and Echoic memory by Neisser.

3. (a) "One of the most basic premises of intelligence test is the idea of general intelligence whereas, in fact, there is no agreement on whether such a global mental capacity exists." Elucidate. 15

### Intelligence:-

Intelligence is termed as a capacity to understand complex ideas, adapt effectively to the environment, indulge in higher form of reason, using thought to overcome obstacles and solve problems. We can see how generically it is defined. This confusion reflects in assessment too.

### Intelligence Testing:

The basic premise of most intelligence tests is that intelligence is a general mental capacity. A classic example is the Stanford Binet Test, which gives a single IQ score.

These tests ~~are~~ <sup>are</sup> based on the works of early Psychologists like Binet and Spearman. They spoke of 'g' the general ability. Most of these conceptualizations are

based on correlation between test scores. Spearman for (g) used Tetrad difference method. Thurstone also arrived at Primary mental abilities based on factor analysis. Later theorists too adopted 'g' in different forms like Stratum 3 of Cattell, Horn, Carroll model and the Vernon's hierarchical model.

### Evidence for Multiple Intelligences:-

Howard Gardner rejected the presence of 'g' and instead proposed multiple intelligences that can be tested individual. He did studies on real world subjects which is more empirical than factor studies.

Similarly, Sternberg has come up with Triarchic intelligence (Componential, Experiential and practical) to show intelligence is not unitary.

Thorndike always argued that intelligence is of only 3 types i) Social ii) Concrete iii) Abstract.

Since there is no agreement on the definition of intelligence, we find it hard to quantify and test. "Intelligence is what the intelligence test measures!"

3. (b) "What is considered an optimal style of attachment may not necessarily be optimal across all cultures." Elucidate and give examples in support of your answer. 15

### Attachment styles and Culture:-

Studies on attachment styles were done by Bowlby and Ainsworth. Attachment refers to the bond between the child and the primary care taker. There are many styles of attachment that is developed during course of child rearing.

Culture has a strong bearing on the attachment style. Some attachment style may be inappropriate in certain cultures. Culture refers to shared pattern of attitudes, beliefs, thoughts shared by the people. If the attachment style is contradictory to the shared beliefs it will affect the development of the children.

### Individual cultures:-

Cultures that promote individualism don't accept nurturant parenting style. The children grow up as wisfits and face problems in later adjustment.

It might affect their entrepreneurial and risk taking behavior.

(e.g) In USA, Europe, child rearing involves stressing on importance of independence and achievement.

### Collectivist cultures:-

In collectivist societies like India and Japan, the parents show greater involvement in child's development. It will help the child in social adjustment. There are also negatives like high dependence motivation.

**Masculinity and Femininity:** Too much indulgence of mother during development will result in boys acquiring feministic behaviors which will be shunned in conservative cultures.

3. (c) Can we call humor a defensive expression? What does our appreciation of humor tell us about ourselves? Explain with the help of suitable examples. 20

### Humor - Defensive Expression:-

Humor, the ability to express happiness and share them is a popular emotion. While Anger is used to express rage, humor is used to express joy. Humor can be used as a defensive expression.

It can be used to protect oneself from emotions that affect our cognitive wellbeing. Humor works by means of rejuvenation of body muscles and heart by increased blood flow.

Studies on humor has shown that it reduces stress. Laughter therapy is practiced by people to destress themselves.

Humor helps in having a positive frame of mind. It helps in feeling good about ourselves by means of facial feedback.

## Humor and Personality :-

Our appreciation of humor tells a lot about our personality.

- i) we're low on neuroticism when we appreciate humor.
- ii) we're extraverted and look to be gregarious.
- iii) we are open to experience and enjoy the experience.
- iv) Hippocrates would typify as sanguine personality.
- v) Humor loving people tend to be of Type B. (Rosenthal and Jacobson).
- vi) They have high need for affiliation.
- vii) They have positive attitude towards life.

4. (a) Do you believe it is possible to be creative without first learning the basic concepts in a discipline? Why or why not? 15

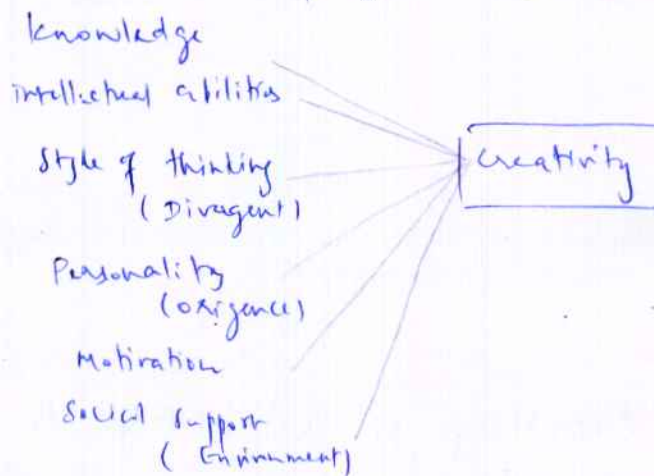
**Creativity :-**

Creativity is the ability to produce work that is novel (original) and appropriate. (works, useful to society, make rules). In my opinion, it's not possible to be creative without acquiring basic concepts in a discipline.

**Reason 1:** Creativity involves knowledge of the domain (steering + lubark).

In their Confluence approach, Sternberg and Lubart state that knowledge of the domain is needed to understand the problem in first place and applying the rules accordingly.

For eg To discover structure of DNA, you need knowledge of genes, physiology etc.



**Reason 2:** Creative thinking involves both convergent and divergent thinking. While convergent thinking is minimal, its needed for framing the problem. It involves use of knowledge of the domain.

**Reason 3:** Any creative problem involves an initial state, goal state and the operators.

These are vaguely defined in creative problems and to gain clarity we need to have knowledge of the domain.

**Reason 4:** According to Guilford's, ~~Gardner's~~ Triangularity

hypothesis, intelligence of minimum threshold,  $I_Q \geq 120$  is needed for creativity. This intelligence is nothing but the domain knowledge.

Thus prior knowledge is needed for creativity in a specific domain. (e.g) blue LED created by Nakamura and Amano, who are scholars in solid state physics.

4. (b) "If [people] describe situations as real, they are real in their consequences." What does this statement tell us about our information processing biases?

15



4. (c) Discuss the role of affective states on the processing of persuasive messages and attitude change. Give examples. 20

### Affective states and Persuasive Messages:-

Emotions play an important role in the persuasion process. To induce an attitude change the messages should be conducive to the emotional state of the individual.

#### 1) Emotional Appeals:

Emotional appeals are more effective in persuasion than other methods.

(e.g.) When funds are sought for child relief, showing visuals of their plight we are more likely to give money.

2) Role of mood states:

When people are in a specific mood state they are more likely to listen to and encode the information consistent with their mood, as given by Encoding Specificity Principle.

(e.g.) In Positive mood, we are more likely to listen to positive messages.

3) High Road and low Road :-

High Road and low Road refers to the information processing aspects of emotional information. Appealing to rational or emotional part depends on the kind of messages.

4) Elaboration Likelihood Model:

In order to make a rational, emotional appeal, the central route is used and the peripheral route is used for

information rich in content.

### 5) Perceptual Defense:-

Perceptual defense is exhibited if the message arouses anxiety in the individual. They shut out the stimulus and try to guard their minds.

### 6) Fear Appeals:-

Fear appeals are effective if moderate fear is aroused in the target population. (e.g.) fear of HIV contraction and use of safety mechanisms.

### 7) Emotion and Strength of Attitude:

Persuasion depends on strength of the attitudes. Attitudes that are "personally relevant" are highly emotional and are difficult to change.

Thus affective states play a significant role in persuasion and attitude change.

5. (a) "Coping with ambiguity is a key element of intercultural competence." In the context of given statement, evaluate the role of empathy and effective listening in intercultural communication. 25

### Communication in Intercultural settings:-

Intercultural settings are fraught with ambiguity. The semantics and the grammar of the language used largely differ.

Any interpersonal communication involve 3 things.

- i) speech acts
- ii) propositional structure
- iii) Thematic context.

It is due to lack of understanding in any of the 3 levels that we experience ambiguity.

In addition the phonemes in languages differ to a great extent.

(e.g) The sound of 'x' is equivalent to sound of 'k' and 'o' in Japanese.

Cultural Aspects:

Certain cultures prescribe actions and elements appropriate to that culture.

e.g. White color is used for mourning in Japan, while black is used in USA and Europe.

In certain languages, culture specific cue-words are used. (e.g.) xi-zhang-chuang means one soft pillow. The soft cue is used across all soft objects during communication. These cue words may be confusing for a non-native speaker.

What is appropriate, what is correct and what is effective is largely determined by the culture.

Role of empathy & Coping:

In this context empathy and coping play a significant role to

overcome ambiguity.

By empathizing with the speaker, we get to learn the pragmatics of the language and the context in which it is spoken.

In addition effectively focussing on the speaker, helps us gain knowledge of the stress, pause and rounding of words. We get idea about the appropriate body language to use in the specific culture.

The right emotion associated with the words can be display only by empathizing and listening.

Effective communication is a way involves careful listening and understanding of the conversation.

5. (b) "Actualizers have a more efficient perception of reality than do nonactualizers." What do you understand by this statement? Do they have any weaknesses also? If yes, what are those? 25





