



QUAID-I-AZAM UNIVERSITY

ISLAMABAD

B.A. Annual Examinations – 2013
(PART – I)

Roll No. _____

Answer Book No. _____

Subject: Applied Psychology

Time Allowed: 3 Hours

Paper: A (Theory)

June 19, 2013

Max Marks: 75

Section – I (Objective Part)

Note: Q.No.1 is compulsory, to be attempted on this page and must be handed over to the Superintendent within the first 20 minutes. Don't use lead pencil; cutting, overwriting and re-writing is not allowed in this part.

Q.No.1. Encircle the correct one. All parts carry equal marks. (15)

- i. Through which method Wilhelm Wundt trained his subjects to report on their conscious experiences?
a) Experiment b) Introspection c) Psychoanalysis d) Case study
- ii. A statement which is based on a testable specific prediction is called:
a) A problem statement b) Theory c) A hypothesis d) A variable
- iii. In which research method the researcher makes in-depth observations of individual persons?
a) Case study b) Experimental method c) Natural observation d) Survey method
- iv. Which of the given states consist of an observable activity?
a) Feeling sad b) Liking mango c) Planning to visit a friend d) Rushing to workplace
- v. Major difference between green light and blue light is that of the:
a) Wave frequency b) Wave saturation c) Wave length d) Wave purity
- vi. Which of the following is not a monocular cue of depth perception?
a) Convergence b) Texture gradients c) Linear perspective d) Relative height
- vii. A learning process in which previously neutral stimulus becomes associated with another stimulus through repeated pairings with that stimulus is called:
a) Operant conditioning b) Reinforcement c) Shaping d) Classical conditioning
- viii. The autonomic nervous system has two sub-divisions consisting of:
a) Central and peripheral nervous systems b) Peripheral and somatic nervous systems
c) Sympathetic and parasympathetic nervous systems d) Nervous system and central nervous system
- ix. An external goal that motivates behaviour is called
a) Achievement motive b) Reinforcer c) Incentive d) Reward
- x. When we use words or geometric forms to represent actions or events, which property of language is operative?
a) Symbols b) Concepts c) Structures d) Semantics
- xi. The process of depositing something into our memory is called:
a) Storage b) Retrieval c) Rehearsal d) Encoding
- xii. Spearman's G factor refers to which of the following?
a) Different kinds of intelligence are unrelated
b) Intelligence and personality are highly correlated
c) Most kinds of intelligence are highly correlated
d) G and S factors of intelligence are highly correlated
- xiii. According to which theory, emotions originate in our sub-cortical brain structures?
a) Cannon Bard b) Singer Schachter c) James Lange d) None of these
- xiv. Personality traits are characterized by which of the following?
a) Instinctive and primitive components b) Consistent and distinctive attributes
c) Systematic arrangements of needs d) Dynamics of personality
- xv. When the encoding specificity principle is violated, it is likely that we are unable to:
a) Encode information b) Store information
c) Rehears information d) Retrieve information



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Subject: **Applied Psychology**

June 19, 2013

Paper: **A (Theory)**

Section – II & III (Max Marks: 60)
(To be attempted in 2 Hours and 40 Minutes)

Section – II (Short Questions)

Note: Give brief answers to any **FIVE** of the following: All parts carry equal marks.

Q.No. 2

(4x5=20)

- i. What are the main features of survey research?
- ii. Differentiate between a psychiatrist, a clinical psychologist and a counselor.
- iii. What is meant by hypothesis? Why is it important in psychological research?
- iv. What are the main functions of hypothalamus?
- v. Differentiate between classical and operant conditioning.
- vi. Differentiate between intrinsic and extrinsic motivation.

Section – III (Long Questions)

Note: Give detailed answer to any **FOUR** of the following: All questions carry equal marks.

- Q.No.3.** How behaviorism has contributed to the development of psychology as a science? (10)
- Q.No.4.** Differentiate between James Lange's and Cannon Bard's theories of emotions. (10)
- Q.No.5.** Discuss Gardner's theory of intelligence. How it is different from Cattell's theory of intelligence? (10)
- Q.No.6.** Discuss any two objective tests of personality by highlighting their nature and psychometric properties. (10)
- Q.No.7.** Define memory. Discuss the levels of processing theory. (10)
- Q.No.8.** Write a detailed note on the WAIS. (10)