

**FINAL EXAMINATION****BACHELOR OF COMMUNICATION (HONOURS)
IN CORPORATE COMMUNICATION****COURSE : PSYCHOLOGY****COURSE CODE : PSY4033****DURATION : 3 HOURS****INSTRUCTIONS TO CANDIDATES:**

1. This question paper consists of **FOUR (4)** parts : PART A (30 questions)
: PART B (15 questions)
: PART C (5 questions)
: PART D (4 questions)
2. Answer ALL questions from PART A, PART B, PART C and PART D.
 - i. Answer PART A in the Objective Answer Sheet.
 - ii. Answer PART B in the True/False Answer Sheet
 - iii. Answer PART C and D in the Answer Booklet provided.
3. Please check to make sure that this examination pack consists of:
 - i. The Question Paper
 - ii. An Answer Booklet
 - iii. An Objective Answer Sheet
 - iv. A True/False Answer Sheet
4. Do not bring any material in to the examination hall.
5. Please write your answer using permanent ink.
6. Candidates are **NOT ALLOWED** to take the question paper out of examination hall.

MYKAD/ PASSPORT NO. : _____**ID. NO. :** _____**LECTURER :** _____**SECTION :** _____

DO NOT OPEN THIS QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

*This question paper consists of 11 printed pages including the front page.***CONFIDENTIAL**

PART A: MULTIPLE CHOICE QUESTIONS

Answer **ALL** questions.

1. What type of problem solving strategy would be best to use when solving a problem in algebra class?
 - A. Heuristic
 - B. Algorithm
 - C. Trial and error
 - D. Means-end analysis

2. According to Sternberg, which type of intelligence has a low relationship to academic success and would be the most difficult to measure in the classroom?
 - A. Verbal
 - B. Creative
 - C. Practical
 - D. Analytical

3. If you ask someone to give you as many uses as possible for a piece of paper, what type of thinking is being used?
 - A. Divergent
 - B. Mental-set
 - C. Convergent
 - D. Functional fixedness

4. Kimberly believes that aliens are currently living deep under the ocean. When looking for information about this on the Internet, she ignores any sites that are sceptical of his belief and only visits sites that support her belief. This is an example of _____.
 - A. creativity bias
 - B. confirmation bias
 - C. functional fixedness
 - D. confirmation fixedness

5. Serra was tested while in grade school and was found to have an IQ of 134. Sara's intelligence level can be labelled as _____.
 - A. gifted
 - B. genius
 - C. average
 - D. above normal

6. This exam question, as well as the other exam questions, makes use of which form of retrieval of memories?
- A. Recall
 - B. Rehearsal
 - C. Relearning
 - D. Recognition
7. Which concept below that suggests the best place to study for your psychology final to ensure good retrieval of concepts is your psychology classroom?
- A. Automatic encoding
 - B. Encoding specificity
 - C. Serial position effect
 - D. Tip of the tongue phenomenon
8. Research suggests that memory formation is a function of changes in the _____.
- A. number of receptor sites
 - B. sensitivity of the synapse
 - C. dendrites and proteins within neurons
 - D. neurons involved in a neural activity pattern
9. The phenomenon of hindsight bias is an example of _____.
- A. instant replay view
 - B. misinformation effect
 - C. levels of processing view
 - D. constructive processing view
10. Human memory consists of multiple systems that have the ability to store information for periods of time that range from _____ to _____.
- A. seconds, hours
 - B. minutes, decades
 - C. hours, our lifetime
 - D. seconds, our lifetime
11. If a person carries out a behavior to receive an outcome that is separate from the person, this is known as _____.
- A. intrinsic motivation
 - B. extrinsic motivation
 - C. instinctual motivation
 - D. drive-reduction motivation

12. Dodi is always looking for new hobbies. He prefers exciting hobbies that will get him noticed. In his company, Dodi constantly asks for feedback from customers so he can know what he needs to do to be the best. Dodi is high in the need for _____.
- A. power
 - B. attention
 - C. affiliation
 - D. achievement
13. What motivational theory relies heavily on the concept of homeostasis?
- A. Instinctual theory
 - B. Drive-reduction theory
 - C. Need for affiliation theory
 - D. Need for achievement theory
14. Which theory of emotion relies heavily on cognition and labelling?
- A. Common-sense theory
 - B. Cannon and Bard's theory
 - C. James and Lange's theory
 - D. Schachter and Singer's theory
15. The statement "I'm embarrassed because my face is red" is best explained by which theory of emotion?
- A. Cannon-Bard
 - B. James-Lange
 - C. Schachter-Singer
 - D. Traditional theory of emotion
16. At which stage of Selye's general adaptation syndrome is a person especially vulnerable to illness?
- A. Resistance
 - B. Exhaustion
 - C. Fight-or-flight
 - D. Alarm reaction
17. Studies show that _____ is the optimal amount of stress that people need to positively promote their health and sense of well-being, which coincides with _____ theory.
- A. eustress, Arousal
 - B. eustress, Maslow's
 - C. distress, Biological Instinct
 - D. intensity, Cognitive Consistency

18. The first response that people typically make when frustrated is to _____.
- A. give up
 - B. try again
 - C. get angry
 - D. get creative
19. Teddy seems to thrive on stress and feels very much in control of his life. He would probably be labelled as _____.
- A. type A personality
 - B. type B personality
 - C. type C personality
 - D. hardy personality
20. When people have to work harder, do more work, and work faster, these indicate that they are experiencing _____.
- A. conflict
 - B. pressure
 - C. frustration
 - D. uncontrollability
21. In Asch's study, conformity decreased when _____.
- A. the participant was a male
 - B. the participant had high self-esteem
 - C. at least four confederates were present
 - D. at least one confederate agreed with the participant
22. Studies have found that attitudes are primarily the result of _____.
- A. heredity
 - B. learned behavior
 - C. traumatic incidents
 - D. hormonal chemistry

23. Which of the following would **NOT** be effective in minimizing groupthink?
- A. Juanita works hard to remain impartial to all ideas no matter what they are.
 - B. Karen openly invites input from all team members and even those outside her team.
 - C. Caroline wants her team to openly vote by a show of hands either for or against her business plan.
 - D. Anna reminds her team that everyone will be held responsible for the ultimate decision of her group.
24. Which neo-Freudian believed personality was mostly a product of dealing with anxieties during childhood?
- A. Carl Jung
 - B. Alfred Adler
 - C. Erik Erikson
 - D. Karen Horney
25. Nina appreciates compliments about her new photography business but really values constructive criticism, as she can then address particular issues. According to Julian Rotter, Nina has a(n) _____.
- A. real self
 - B. strong self-concept
 - C. internal locus of control
 - D. external locus of control
26. Lisa has started having feelings of fearfulness about going to college. She has begun to suffer from headaches and stomachaches and has missed several days of college. Lisa's illnesses are probably _____.
- A. phobic disorder
 - B. dissociative disorder
 - C. somatization disorder
 - D. generalized anxiety disorder
27. In which category of Schizophrenia would a person be who remain motionless for long periods of time?
- A. Paranoid
 - B. Catatonic
 - C. Disorganized
 - D. Undifferentiated

28. Johnny lost his mother last year. Since then he has experienced occasional bouts of sadness and depression. Although he usually feels quite happy, sometimes the sadness returns. Johnny's relatively mild mood swings most likely indicate _____.
- A. dysthymia
 - B. cyclothymia
 - C. bipolar disorder
 - D. major depression
29. Motivational interviewing is an alternative therapy to what therapeutic approach?
- A. Group therapy
 - B. Gestalt therapy
 - C. Humanistic therapy
 - D. Psychodynamic therapy
30. Psychotherapies that attempt to increase the understanding of a client's motives are known as _____.
- A. action therapies
 - B. insight therapies
 - C. biomedical therapies
 - D. psychodynamic therapies

(TOTAL: 30 MARKS)

PART B: TRUE OR FALSE QUESTIONS

Choose True or False for the statements below. Answer **ALL** questions.

- | | | |
|-----|---|--------------|
| 1. | People are termed <i>genius</i> in terms of intelligence if their IQ exceeds 130. | True / False |
| 2. | Creative people are those who are not afraid to be different. | True / False |
| 3. | Language is based on sound units called morphemes. | True / False |
| 4. | Recognition is typically harder than recall. | True / False |
| 5. | True-false is an example of a test using recall. | True / False |
| 6. | Short-term memory is where information is held while it is conscious and being used. | True / False |
| 7. | Subjective experience is not one of the emotion elements. | True / False |
| 8. | In the humanistic approach, people are said to have an optimal level of tension. | True / False |
| 9. | People high in the need for achievement want to be liked by others and are good team players. | True / False |
| 10. | Lack of variety is a typical source of stress in the workplace. | True / False |
| 11. | The first response that people typically make to frustration is aggression. | True / False |
| 12. | According to Lazarus, primary appraisal involves estimating the resources a person has available. | True / False |
| 13. | One of the keys to deindividuation is conformity | True / False |
| 14. | Prejudice is about perception while discrimination is about attitude. | True / False |
| 15. | Tom likes to "hang with the guys." These people with whom Tom identifies most strongly with are called an in-group. | True / False |

(TOTAL: 15 MARKS)

PART C: SHORT-STRUCTURED

Answer **ALL** questions.

Briefly explain the following concepts

- | | |
|--------------------------|-----------|
| 1) Functional fixedness | (3 marks) |
| 2) Misinformation effect | (3 marks) |
| 3) Drive | (3 marks) |
| 4) Optimism | (3 marks) |
| 5) Free association | (3 marks) |

(TOTAL: 15 MARKS)

PART D: LONG-STRUCTURED

Answer **ALL** questions.

QUESTION 1

To fully understand how we do any of the things we do such as learning, remembering, and behaving, we need to understand how we think.

- a. Define cognition. (2 marks)
- b. What is thinking process? (2 marks)
- c. Explain **THREE (3)** components of thoughts. (6 marks)

QUESTION 2

Human memory has its imperfections, as we have all experienced. Everyone is forgetful. Some of us are more forgetful than others.

- a. Describe *amnesia*. (3 marks)
- b. Explain **TWO (2)** common types of *amnesia*. (7 marks)

QUESTION 3

Stress is a normal part of life. People might respond to a stressor in many ways. Effectively dealing with stress involves increased awareness.

- a. Define coping. (3 marks)
- b. Illustrate **TWO (2)** types of coping strategies. (7 marks)

QUESTION 4

Your personality plays a role in almost everything that you do. Freud's theory of personality, proposed in the early part of the twentieth century, has been highly influential, particularly among psychotherapists.

- a. Explain the **(3) THREE** structures of personality in Freud's psychoanalytic theory. (7 marks)

- b. Describe the interaction among those structures that influence human behavior.
(3 marks)

(TOTAL: 40 MARKS)

(TOTAL: 100 MARKS)

END OF QUESTION PAPER

