

15-2-17
VCD/-----/ MEDIA PSYCHOLOGY/FYBMM ENG/SEM II/ 2 ½ HRS/75MKS/25

NOTE: All questions are Compulsory
All Questions carry equal marks

Q.1 Abram Maslow believes that human behaviour is driven by the desire to satisfy different needs. Explain 15 marks

Q.2 What is Creative and divergent thinking? Explain its characteristics.

OR

- a) Describe in brief the different branches of psychology. 8 marks
- b) Explain the BIG FIVE Model of personality. 7 marks

Q.3 What are the stages involved in creative thinking? Discuss the various characteristic of creative thinkers. 15marks

OR

- a) Define perception and explain depth perception in detail. 8 marks
- b) Explain the factors influencing conformity. 7 marks

Q.4 Write a detailed note on long term memory. Highlight the difference between Short-term and Long- term memory. 15 marks

OR

- a) Explain the classical conditioning and instrumental conditioning process of attitude Formation. 8 marks
- b) Explain the motivational cycle with example. 7 marks

Q.5 Write short note on: (any3/5) 15 marks

- a) Levels of processing model
- b) Attention
- c) Personality
- d) Negative Reinforcement
- e) Attitude.