



Brainware University 398, Ramkrishnapur Road, Barasat Kolkata, West Bengal-700125

BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – M.Sc.(APSY)-2023/M.Sc.(APSY)-2024
Course Name – Applied Cognitive Psychology & Neuropsychology
Course Code - APSY101
(Semester I)

Full Marks: 60 Time: 2:30 Hours
[The figure in the margin indicates full marks. Candidates are required to give their answers in their

own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

- 1. Choose the correct alternative from the following:
- (i) Write the name of cognitive approach which emphasizes the role of mental representations and information processing in problem-solving.
 - a) Behaviorism

- b) Cognitive-behavioral therapy
- c) Information processing theory
- d) Psychoanalysis
- (ii) Identify the primary concern of cognitive psychology.
 - a) Understanding brain anatomy
- b) Exploring conscious experiences

c) Studying social behavior

- d) Investigating genetic factors
- (iii) Identify the type of memory involves remembering specific events and experiences.
 - a) Procedural memory

b) Semantic memory

c) Episodic memory

- d) Working memory
- (iv) Which research method is commonly applied in biopsychology to study brain activity in humans?
 - a) Survey research

b) Case studies

c) Historical analysis

- d) Functional magnetic resonance imaging (fMRI)
- (v) Which theory proposes that mental processes can be explained in terms of physical and chemical processes in the brain?
 - a) Dualism

b) Behaviorism

c) Materialism

- d) Idealism
- (vi) Identify the part of a neuron which receives signals from other neurons or sensory receptors?
 - a) Dendrite

b) Axon

c) Cell body

- d) Myelin sheath
- (vii) Evaluate the primary application of an oscilloscope when studying the nervous system.
 - a) Measuring hormone levels
- b) Analyzing neurotransmitter release

	IV B	
c) Observing behavioral responses	 d) Recording and analyzing neural elect activity 	rical
(viii) Which part of the brain focuses visual informa	tion processing the best?	
a) Frontal lobe	b) Occipital lobe	
c) Parietal lobe	d) Temporal lobe	
(ix) What is the primary difference between consc processing?	ious and unconscious information	
 a) Conscious processing is slower and less controlled. 	 b) Conscious processing is intentional a controlled. 	nd
c) Unconscious processing is always accurate.	 d) Unconscious processing is only relate emotions. 	ed to
(x) What does cognitive psychology mean when it	describes attention?	
a) The ability to see clearly	b) The sensation of color	
c) The mental process of concentrating on specific information(xi) Identify three main processes of memory.	d) The ability to memorize information	
a) Perception, attention, and reasoning	b) Encoding, storage, and retrieval	
-1	d) Creativity, problem-solving, and decis	ion-
c) Learning, motivation, and emotion	making	
(xii) Which creativity theory predicts that a mix of o variables leads to creativity?		
a) Sternberg's Triarchic Theory	b) Psychodynamic theory	
c) Maslow's hierarchy of needs	d) Chaos theory	
(xiii) Which stage of the Investment Theory of Creat resources for a creative endeavor?	ivity relates to gather information and	
a) Ideation	b) Preparation	
c) Incubation	d) Evaluation	
(xiv) Select the name of the concept where people their existing beliefs.	tend to favor information that confirms	
a) Cognitive dissonance	b) Confirmation bias	
c) Anchoring bias	d) Framing effect	
(xv) What is the difference between syntax and sen	nantics in language?	
 a) Syntax is the study of meaning, while semantics is the study of sentence structure. 	b) Syntax relates to the arrangement of words, while semantics pertains to word meaning.	
 c) Syntax and semantics are the same concepts in language. 	 d) Syntax deals with pronunciation, while semantics deals with grammar. 	e
consepts in language.	semanties deals with grammar.	
Grou	ıр-B	
(Short Answer T	-	8 x 5=15
How does short-term memory (STM) function? Di and provide examples of STM tasks.	scuss the capacity and duration of STM	(3)
3. Compare and contrast fluid and crystallized intelligence.		(3)
4. How are information processing and storage administered by PDP models?		(3)
5. Describe an oscilloscope.		(3)
6. Write about the role of the myelin sheath in neura		(3)
Ol	-	401
Create difference between cranial nerves and spir connections	ial nerves in terms of their functions and	(3)
	PRODUCT TO THE ASSET	

Group-C

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(Long Answer Type Questions)	5 x 6=30
7. Discuss the relationship between neurotransmitters and behavior.	(5)
8. Illustrate the major components of brain.	(5)
 Explain the principles of Gestalt psychology and their application in understanding how we perceive and organize visual stimuli in our environment. 	2 (5)
10. Describe different types of brain scanning methods.	(5)
11. Justify the relevance and significance of multiple intelligences theory in the modern educational landscape.	(5)
12. Evaluate the concept of depth perception and its importance.	(5)
OR	
Compare and contrast the effectiveness of different methods for boosting creativity in individuals.	(5)
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