

ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)
ORGANISATION OF ISLAMIC COOPERATION (OIC)

DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Final Examination	Winter Semester, A. Y. 2022-2023
Course No. : HUM 4561	Time : 3 hours
Course Title : Introduction to Psychology	Full Marks : 150

There are 6 (Six) questions. Answer all 6 (Six) questions. All questions carry equal marks. Marks in the margin indicate full marks. Programmable calculators are not allowed. Do not write on this question paper.

1.	a)	Describe the five major functions of perceptual system.	12.5	(CO1) (PO1)
	b)	Rank all the distance-perception cues from most important to least important. The main part of your answer should be to describe why you believe some distance-perception cues to be more or less important than others.	7.5	(CO1) (PO1)
	c)	How does selective attention aid perception under everyday circumstances? What would be the consequences of driving a car in a city where no one had the ability to attend selectively? What kinds of accidents might occur more frequently than occur now? Would any kinds of accidents be apt to occur less frequently?	05	(CO2) (PO2)
2.	a)	Explain sleep disorders. How can we overcome sleep disorders?	10	(CO1) (PO1)
	b)	How might dream theories explain instances when people appear to have dreamed of an event they were not expecting before it actually happens?	05	(CO2) (PO2)
	c)	Identify and describe an example from your own life in which you deliberately tried to regulate an emotion. How did you do it? Did your regulation strategy alter the other components of the emotion process? Which ones?	05	(CO3) (PO2)
	d)	Research suggests that if you merely interact with a person who suppresses his own emotions, your own physiological arousal may increase. How might this happen?	05	(CO2) (PO2)
3.	a)	Do you think some people are especially prone to develop PTSD following a trauma? If so, why might they be more vulnerable?	10	(CO1) (PO1)
	b)	Some people claim to be 'addicted to stress'. If this is possible, what might it mean to be addicted to stress? What obstacles might be encountered when we attempting to assist a person with Type A personality in modifying their behavior?	10	(CO2) (PO2)
	c)	In what way might the environment in which a child is raised affect the development of his or her coping strategies?	05	(CO2) (PO2)

4. a) Think of someone you have come to know well over the past few months or years. Did your initial impressions of this person match your current impressions? If not, can you see how stereotypes and categorizations might have influenced your initial impressions? Can you trace your increasing individuation of this person through the continuum model. 10 (CO3) (PO2)
- b) Many young people are addicted to shopping at the expense of other interests. Based on what you now know about attitude change and the links between attitudes and behavior, identify at least two ways that you could prevent your younger sister or brother from spending all of her time and money shopping for the latest advertised fashions. 10 (CO3) (PO2)
- c) Proximity most often leads to liking because proximity creates familiarity. But why does familiarity – or mere exposure – lead to liking? Provide some possible explanations. 05 (CO1) (PO2)
5. a) The presence of others not only alters people's behavior but also alters their mental processes or patterns of thinking. Drawing from studies of (i) social facilitation, (ii) deindividuation, and (iii) bystander effects, describe three distinct mental processes that are altered by the presence of others in each context. 15 (CO1) (PO2)
- b) Consider the unsettling message of Milgram's studies: That if a situation is arranged properly and supported by ideological beliefs, ordinary people – like you – can be pulled to act in ways that you find morally reprehensible. How will you fight against the power of such situations in your own life? Can certain other situations pull you to follow your own conscience? 05 (CO3) (PO2)
- c) Discuss how informational and normative social influence might produce group polarization in a jury's deliberations. How might groupthink operate to affect such deliberations? 05 (CO3) (PO2)
6. From the consumer psychology book "Cash Advertising", describe 10 principles of ad agency with examples for selling anything to anyone. 25 (CO2) (PO2)