

### Question Paper - Test II

- 1.a. How does competitive interference affect consumer memory for advertised product? Explain. 10
- 1.b. How do you see Attention as a hierarchical structure of perceptual processing? Explain with the help of suitable examples. 10
- 1.c. What do you understand by Metaphors? Can they be called an example of analogical reasoning? Evaluate. 10
- 1.d. Elucidate the role of 'intentional' perception in shaping our cognition with the help of suitable examples. 10
- 1.e. What is clustering? Why did its discovery pose a challenge to associative analyses of memory? 10
- 2.a. Discuss in detail the evolutionary advantages of Bottom-up and Top-down process in recognition with the help of suitable examples. 20
- 2.b. What do you understand by problem space? How does incubation facilitate problem solving? Illustrate with suitable examples. 15
- 2.c. What is the difference between depth of processing and elaboration? What evidence suggests that elaboration is important in helping us to remember what we read? 15
- 3.a. A mental model represents one possibility, capturing what is common to all the different ways in which the possibility may occur. Explain with the help of suitable examples. 20
- 3.b. "Creativity is the ability to illustrate what is outside the box from within the box." Elucidate with relevant examples. 15
- 3.c. How well convinced you are with the statement that perceptual plasticity strongly depends on the stimulus history of the individual? Explain with the help of suitable examples. 15
- 4.a. "Neurons that fire together wire together". Explain in the context of memory. 15
- 4.b. Discuss in brief nature vs. nurture debate in the context of perceptual organization. Give suitable examples. 20
- 4.c. How has research on amnesia supported the claim that there are separate short-term and long-term memory stores? 15
- 5.a. How could problem solving be susceptible to affective influence? Discuss in the context of positive and negative affect. 15
- 5.b. What could be the possible effects of culture on creativity? How does it shape an individual's creative manifestation? Explain with the help of suitable examples. 20
- 5.c. How does selective attention operate? Under what conditions is it important for the efficiency of information processing? Elaborate with the help of suitable examples. 15