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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MEDIA STUDIES

MIDTERM EXAMINATION

Even Semester: 2021-2022

Course Code: BAJ 1006

Course Name: Basic Psychology Process

Program & Sem: BA Journalism / II Sem

Date: 11/05/2022

Time: 01:30 PM to 03:30 PM

Max Marks: 50

Weightage: 25%

Instructions:

(i) Read the all questions carefully and answer accordingly.

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries Two marks. (5Qx 2M= 10M)

- Q.No.1. Define "Psychology" ? [2 Marks] (C.O.No.2) [Knowledge]
- Q.No.2. Describe the significance role of Psychology in Digital era?
[2 Marks] (C.O.No.2) [Comprehension]
- Q.No.3 Describe the three major scope of Psychology in personal & professional life?
[2 Marks] (C.O.No.2) [Comprehension]
- Q.No.4 Explain "Nervous System" in Human Brain?
[2 Marks] (C.O.No.2) [Comprehension]
- Q.No.5 Describe "Phobia" in human psychology ?
[2 Marks] (C.O.No.2) [Comprehension]

Part B [Thought Provoking Questions]

Answer all the questions. Each question carries five marks. (4Qx5M=20M)

- Q.No.6 M/s. YNR Design and Media information Ltd is hiring for talented graduates, you, as a psychologist explain why "**Social-cultural Psychology in an Organization**" is so important?
[5Marks] (C.O.No.2) [Comprehension]
- Q.No.7. Explain the main distinction between psychologists and psychologists by nature.?
[5Marks] (C.O.No.2) [Comprehension]

Q.No.8 Debate: "**Learning has the Power to Change Behaviour**" give your arguments in favour of or against the topic?
[5 Marks] (C.O.No.4) [Analysis]

Q.No.9 The scientific study of human behavior in the workplace and applies psychological theories Interpret the role of "**Psychology**" in **Business Communication** ?
[5 Marks] (C.O.No.2) [Comprehension]

Part C [Problem Solving Questions]

Answer all the Questions. Each question carries Ten marks.

[20 Marks] (C.O.No.3) [Application] (2Qx10M=20M)

Despite the differences in their interests, areas of study, and approaches, all psychologists have one thing in common: They rely on scientific methods. Research psychologists use scientific methods to create new knowledge about the causes of behavior, whereas psychologist-practitioners, such as clinical, counseling, industrial-organizational, and school psychologists, use existing research to enhance the everyday life of others. The science of psychology is important for both researchers and practitioners. In a sense all humans are scientists. We all have an interest in asking and answering questions about our world. We want to know why things happen, when and if they are likely to happen again, and how to reproduce or change them. Such knowledge enables us to predict our own behavior and that of others. We may even collect data (i.e., any information collected through formal observation or measurement) to aid us in this undertaking. It has been argued that people are "everyday scientists" who conduct research projects to answer questions about behavior. When we perform poorly on an important test, we try to understand what caused our failure to remember or understand the material and what might help us do better the next time.

Q.No.10 Illustrate the above case study and write the **significance of Psychology in the corporate and society?** [10 Marks] (C.O.No.3) [Application]

Q.No.11 Illustrate the above case study comment on "**Our brain controls our thoughts, feelings and behavior**" [10 Marks] (C.O.No.3) [Application]



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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

END-TERM EXAMINATION

Even Semester: 2021-2023

Course Code: BAJ 1006

Course Name: Basic Psychology Process

Program & Sem: BA Journalism & II Sem

Date: 29th June 2022

Time: 01:00 PM to 04:00 PM

Max Marks: 100

Weightage: 50%

Instructions:

- (i) *Read the all questions carefully and answer accordingly.*

Part A [Memory Recall Questions]

Answer all the questions. Each question carries THREE marks. (10Qx 3M= 30M)

- Q.No.1. A phobia is an overwhelming and debilitating fear of an object, place, situation, feeling or animal. Phobias are more pronounced than fears. Explain "Phobia" in human psychology ?
[3 Marks] (C.O.No.2) [Comprehension]
- Q.No.2. Discuss "Our Brains Control Our Thoughts" ?
[3 Marks] (C.O.No.2) [Comprehension]
- Q.No.3 The brain is the most complex part of the human body. It is the center of consciousness and also controls all voluntary and involuntary movement and bodily functions. Explain "Nervous System" in Human Brain"?
[3 Marks] (C.O.No.2) [Comprehension]
- Q.No.4 Punishment, communicates with each part of the body through the nervous system, a network of channels that carry electrochemical signals. Explain the role of Punishment in influencing human behavior?
[3 Marks] (C.O.No.2) [Comprehension]
- Q.No.5 Psychologists in general define Learning as relatively permanent behavioral modifications which take place as a result of experience.. Explain the importance "Learning" in human life?
[3 Marks] (C.O.No.2) [Comprehension]
- Q.No.6 Memory refers to the psychological processes of acquiring, storing, retaining, and later retrieving information. Explain the importance of Memory accuracy?
[3 Marks] (C.O.No.2) [Comprehension]
- Q.No.7 Sensation is the process of the sensory organs transforming physical energy into neurological impulses the brain interprets as the five senses. Describe the five sense?
[3 Marks] (C.O.No.2) [Comprehension]
- Q.No.8 People perceive particular smells when different combinations of receptors are stimulated. The sense of smell is closely connected with memory. Describe the importance of Smelling in the sense?
[3 Marks] (C.O.No.2) [Comprehension]
- Q.No.9 Positive emotions include pleasant or desirable situational responses, ranging from interest and contentment to love and joy, but are distinct from

pleasurable sensation and undifferentiated positive effect.? Explain the role of Positive emotions in Psychological and physical?

[3 Marks] (C.O.No.2) [Comprehension]

- Q.No.10 Negative emotions can be described as any feeling which causes you to be miserable and sad. These emotions make you dislike yourself and others and reduce your confidence and self-esteem, and general life satisfaction [3 Marks] (C.O.No.2) [Comprehension]

Part B [Thought Provoking Questions]

Answer all the Questions. Each question carries EIGHT marks. (5Qx8M=40M)

- Q.No.11 Harnessing the power of happiness, mindfulness, and inner strength. Positive emotions have been linked with better health, longer life, and greater well-being in numerous scientific studies. Explain the Power of Happiness in memories? [5 Marks] (C.O.No.2) [Comprehension]
- Q.No.12. In psychology, stress is a feeling of emotional strain and pressure. Stress is a type of psychological pain. Explain the types of Stress in Psychology? [5 Marks] (C.O.No.2) [Comprehension]
- Q.No.13 Memory deals with the psychological processes of acquiring, storing, retaining, and later retrieving information. Explain the importance of memories in Human life ? [5 Marks] (C.O.No.2) [Comprehension]
- Q.No.14 Behaviorism, also known as behavioral psychology, is a theory of learning which states all behaviors are learned through interaction with the environment through a process called conditioning. Discuss on Human Behavior? [5 Marks] (C.O.No.2) [Comprehension]
- Q.No.15 Discuss "Machine Vs. Mind" with your supporting views. [5 Marks] (C.O.No.2) [Comprehension]

Part C [Problem Solving Questions]

Answer both the Questions. Each question carries Fifteen marks. (2Qx15M=30M)

Psychology topic : Happiness

Happiness differs for different people in different ways. Most people feel positive emotions when they are happy. Happiness means the mental state of a person, optimistically. It is vital for a healthy and prosperous life. Happiness is a state of mind and a feeling of excitement when everything is going great. We feel happy when buying a new house or graduating with the best grades. Happiness is all about feeling joyful. Joy refers to a constant state of mind, and happiness depends on events in our lives. Real happiness is not difficult to attain if a man lowers his needs and is happy with whatever he has. Happiness can be achieved by performing certain deeds. It differs from individual to individual, such as some people find happiness by spending time with their friends, relatives, doing their hobbies, etc.

Can Money Buy You Happiness?

Many people try to find happiness in the wrong place and things. There is a false belief that money can buy happiness. If the thought were true, all the rich and famous people would never feel sad. We have witnessed that even rich people suffer from relationship problems, depression, fear, stress and anxiousness. Many well-known celebrities commit suicide due to depression, showing that money and fame can't buy happiness. But, it doesn't convey the message that earning money or becoming rich is harmful. If you have money, you can afford things that make yourself and others happy. So, it is better to spend money wisely.

Happiness Comes from Within

Happiness is a feeling that comes from within. It can't be bought with money, and we can't find it in others. People can find happiness with the help of positive emotions, which can be obtained from good ideas. But, unfortunately, some people find it irrelevant. In simple words, we can define happiness as a state of mind which cannot be achieved by the things we see outside. It is widely believed that real happiness can be experienced when one gets enormous success in any professional or academic field. Secondly, meeting your near and dear ones after a long period tastes true happiness. Thirdly, it is seen on the face of people who enjoy celebrating their hobbies' happiness on weekends, monthly or annually.

Happiness in a Relationship

Happiness is all about earning money for some people, and for some people, it's all about maintaining relationships. But, they don't get the fact that they will be happy in a relationship if they are happy from within. In a relationship, the problems increase rapidly because we sit on high expectations from the person from the beginning. We decided that it would make us feel happy, like planning a surprise, giving gifts, etc. This problem is between couples and every relationship, whether it is a parents-children relationship or a sibling relationship or a friendship.

Conclusion

Happiness and misery go hand in hand in life. On this battlefield of life, everyone has to face challenges. Optimistic happiness can only be obtained through perennial happiness and hope to lead better lives. It is effortless to enjoy and experience happiness by helping the poor, supporting the needy, etc. So, it is not money that can buy you happiness. If you feel happy

Q.No.16 Interpret the above case study “ **Importance of Positive emotions** ” in *human psychology*?

[15 Marks] (C.O.No.3) [Application]

Q.No.17 Illustrate the above case study, and explain “ **Happiness comes with in** ” in *the Human Psychology* ?.

[15 Marks] (C.O.No.3) [Application]