SOMAIYA
VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science
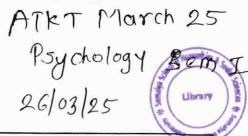
QUESTION PAPERS

BRANCH: Bachelor of Science - Psychology	SEM: I
ATKT	MAR-2025

Sr. No.	Subject	Available
1.	231U78I101 – Visual Communication	
2.	231U78C102 – Child Psychology	
3.	231U78C101 – General Psychology	
4.	231UV116 – Introduction to Psychology	
5.	231U78K101 – Descriptive Statistics	
6.		
7.		
8.		
9.		
10.		

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November / December 2024				
Examination: End Semester Examination (UG/PG Programmes)				
Programme code: 78 **Programme:** BSC Psychology		**Class:** FY	**Semester:** I	
Name of the Constituent College: S K Somaiya		**Name of the Department** : Psychology		
Course Code: 231U78I101		**Name of the Course: Visual Communication**		
Duration : 2 Hr.		**Maximum Marks : 60**		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary				

Questio n No.		Max. Marks	CO
I.	Dettol, a globally recognized hygiene and disinfectant brand, is renowned as a trusted brand. Through thoughtful use of color across its packaging, advertising, and digital media, Dettol has established a consistent and recognizable visual identity that reinforces its commitment to health and hygiene. Using principles of color theory, analyze how Dettol's color choices strengthen its brand identity:	15	2
A.	Identify and describe the primary colors used in Dettol's branding and explain the psychological impact these colors have on consumers.		
B.	Analyze how the color scheme supports Dettol's brand message of safety and cleanliness, focusing on its application in packaging and advertising.		
C.	Evaluate the effectiveness of Dettol's color choices in building trust and recall among consumers, providing examples from its packaging or advertisements.		
II.	**Answer the following:**	15	
A.	What are the features and processes of Visual Communication? Explain with the help of examples.		1
	OR		
B.	Identify and describe the principles of contrast and focus in visual composition and explain their role in visual communication. Evaluate the effectiveness of using contrast and focus in enhancing the clarity and impact of a design, using specific examples.		3

III.	**Answer the following:**	15	
A.	Explain the role of hue, value, intensity, and saturation in color theory for effective design. Analyze how these color properties enhance visual communication and design.		3
	OR		
B.	Evaluate the roles of print and broadcast media tools in visual communication with suitable examples		4
IV.	**Short Notes (Any 3)**	15	
A.	How is VFX used in visual media? Explain using an example.		4
B.	What are the different uses of typography in print and digital media?		3
C.	Explain semiotics with suitable examples.		2
D.	Explain how the rule of thirds can enhance visual composition in photography.		3
E.	Describe the features of visual communication.		1

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December 2024
Examination: End Semester Examination (UG Programmes)

Programme code : 78			
Programme : B. Sc in Psychology	Class: FY	Semester: I	

Name of the Constituent College: S K Somaiya College	Name of the Department: Psychology

Course Code: 231U78C102	Name of the Course: Child Psychology
Duration: 2 Hr.	Maximum Marks: 60

Instructions: 1) Draw neat diagrams
2) Assume suitable data if necessary

Question No.		Max. Marks	CO
Q1	Answer the following	15	
a)	Compare longitudinal, cross-sectional, and sequential research designs.	8	1
b)	List and explain factors contributing to infant mortality.	7	2
	OR		
c)	Identify some of the challenges parents face with preterm and postmature infants.	8	2
d)	Describe the debate between nature and nurture in developmental psychology.	7	1
Q2	Answer the following	15	
a)	Explain the development of pain perception and its role in infancy.	8	3
b)	Explain how infant-directed speech aids in language development.	7	4
	OR		
c)	Explain how reminders or cues can affect memory retention in infants	8	4
d)	Discuss the role of socioeconomic status in access to prenatal and infant healthcare.	7	3
Q3	Answer the following	15	
a)	Describe the influence of genetic and environmental factors on physical development during middle childhood.	8	5
b)	Explain the role of abstract thinking in cognitive development.	7	6
	OR		
c)	Discuss the role of organization and categorization in memory recall in middle childhood	8	6
d)	Describe how children in middle childhood come to understand and develop a sense of fairness and justice.	7	5
Q4	Answer the following (Any 3 out of 6)	15	
a	Process of classical conditioning		1
b	Preterm birth and its causes.		2
c	Visual Perception during infancy.		3
d	Define schemes & their role in cognitive development according to Piaget.		4
e	Development of moral reasoning in middle childhood		5
f	Describe relationship between attention span & cognitive processing.		6

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November 2024
Examination: End Semester Examination (UG Programmes)

Programme code : 78 Programme : B. Sc in Psychology	Class: FY Semester: I

Name of the Constituent College: S K Somaiya College	Name of the Department: Psychology

Course Code: 231U78C101	Name of the Course: General Psychology
Duration: 2 Hr.	Maximum Marks: 60

Instructions: 1) Draw neat diagrams
   2) Assume suitable data if necessary

Question No.		Max. Marks	CO
Q1	**Answer the following**		
a)	Explain how psychology views traits influenced by heredity & environment.	8	1
b)	Explain how media violence could potentially impact behavior	7	2
	OR		
c)	Describe Skinner's operant chamber and its purpose in studying behavior.	8	2
d)	Identify key characteristics of Freudian psychology.	7	1
Q2	**Answer the following**		
a)	Describe the capacity of short-term memory as proposed by George Miller.	8	3
b)	Explain how infants demonstrate language comprehension before speaking.	7	4
	OR		
c)	Describe the effects of bilingualism on cognitive development.	8	4
d)	List mnemonic devices and describe their role in aiding memory	7	3
Q3	**Answer the following**		
a)	Explain how set point theory influences weight management.	8	5
b)	Define personality traits and how they are measured.	7	6
	OR		
c)	Explain the role of reinforcement in shaping behavior within social	8	6
d)	contexts.		
	Explain the effects of loneliness on physical health.	7	5
Q4	**Answer the following (Any 3 out of 6)**	15	
a	Importance of spaced practice		1
b	Partial (intermittent) reinforcement		2
c	Context and state-dependent memory		3
d	Language acquisition device (LAD)		4
e	Arousal theory		5
f	Self-actualization		6

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November 2024
Examination: End Semester Examination (UG Programmes)

Programme code : 78 **Programme : B. Sc in Psychology**	**Class: FY** **Semester: I**

Name of the Constituent College: S K Somaiya College	**Name of the Department: Psychology**

Course Code: 231UV116	**Name of the Course: Introduction to Psychology**
Duration: 2 Hr.	**Maximum Marks: 60**

Instructions: 1) Draw neat diagrams
             2) Assume suitable data if necessary

Question No.		Max. Marks	CO
Q1	**Answer the following**	**15**	
a)	Explain the characteristics of experimentation that make it possible to isolate cause and effect	8	1
b)	Distinguish between positive and negative reinforcement with examples	7	2
	OR		
c)	Explain how psychologists use case study, naturalistic observation and survey to describe behavior	8	1
d)	Describe the role of unconditioned stimuli in classical conditioning.	7	2
Q2	**Answer the following**	**15**	
a)	Explain the role of chunking in enhancing memory capacity.	8	3
b)	Discuss the development of problem-solving skills in children.	7	4
	OR		
c)	Discuss the causes of forgetting in detail.	8	3
d)	Elaborate on Gardener's theory of intelligence	7	4
Q3	**Answer the following**	**15**	
a)	Describe the main issue in psychology	8	1
b)	Explain the influence of environmental factors on learning processes.	7	2
	OR		
c)	Explain the concept of flashbulb memories and their accuracy.	8	3
d)	Explain the relationship between intelligence & creativity.	7	4
Q4	**Answer the following (Any 3 out of 5)**	**15**	
a	Clinical Psychology		1
b	Observational Learning		2
c	Atkinson & Shiffrin's Memory model		3
d	Structural components of language		4
e	Mental Set		4

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November / December 2024
Examination: End Semester Examination (UG Programmes)

Programme code: 78 Programme: BSc Psychology	Class: FY Semester: I
Name of the Constituent College: S K Somaiya	Name of the Department: Psychology

Course Code: 231U78K101	Name of the Course: Descriptive Statistics
Duration : 2 Hrs	Maximum Marks : 60

Instructions: 1) All questions are compulsory.
            2) Symbols used carry usual meaning otherwise stated.
            3) Scientific calculator is allowed.

Q.1	**Attempt any THREE from the following.**	(15)	CO
a)	Explain Ordinal and Ratio Scale along with an example.	(05)	CO1
b)	Discuss the requirements of a good questionnaire.	(05)	CO1

c)	Consider the following data representing stress levels (in points) of 42 students after a major exam:
	
	 30.1, 28.5, 32.4, 29.7, 31.5, 27.8, 33.6, 34.2, 29.4, 30.8, 27.6, 35.7, 33.1, 32.8, 28.4, 36.3, 29.9, 28.1, 33.7, 30.6, 31.7, 35.1, 32.9, 29.3, 27.4, 31.4, 30.2, 29.0, 33.5, 34.7, 31.6, 29.8, 28.3, 36.1, 30.4, 35.3, 27.5, 32.1, 31.9, 33.9, 34.5, 30.0
	
	 Obtain i) the number of classes ii) the class width
	       iii) frequency distribution iv) relative frequency
	       v) cumulative frequency of both the types
		(05)	CO1

d)	Differentiate between Classification and Tabulation. Draw a blank table to show the distribution of population according to the Gender, Literacy and Employment status.	(05)	CO1
e)	Explain with an illustration, how one draws a pie chart.	(05)	CO1
Q.2	**Attempt any THREE from the following.**	(15)	
a)	A psychologist records the reaction times of 40 individuals during an experiment. The reaction times are grouped into intervals, and the frequency of participants in each interval is recorded. Calculate mean reaction time of the participants.	(05)	CO2

For Q.2 a):

Reaction time (in sec)	0.0-0.9	1.0-1.9	2.0-2.9	3.0-3.9	4.0-4.9
No. of participants	4	8	12	10	6

b)	How do you calculate the median for i) raw data ii) grouped data? Give two merits and demerits of median.	(05)	CO2
c)	For the following data, obtain i) Range ii) Quartile Deviation iii) Variance 6 14 10 5 11 13 17 6 12	(05)	CO2
d)	What is meant by correlation? Define Karl Pearson's correlation coefficient between two variables and state its properties.	(05)	CO2
e)	The following table shows ranks given by two judges to 10 participants in singing competition. Find Spearman's rank correlation coefficient. 	Judge 1	1	9	4	2	8	5	7	3	10	6
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Judge 2	3	10	6	1	8	2	4	5	9	7		(05)	CO2
Q.3	**Attempt any THREE from the following.**	(15)	
a)	Explain the concept of regression analysis using an appropriate example.	(05)	CO3
b)	A psychologist wants to study the effect of stress on academic performance among college students. They collect data on students' stress scores (measured on a scale from 1 to 50) and their marks scored in a recent exam (out of 100). Using the data below, conduct a simple linear regression analysis to determine if there is a significant relationship between stress scores and marks scored. 	Stress Score	12	25	10	35	15	28	20	30
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Marks Scored	78	65	82	55	75	62	70	60		(05)	CO3
c)	Describe Cyclical and Seasonal components of time series.	(05)	CO3
d)	Estimate trend values from the data given below using 3 yearly moving averages method. Also estimate trend by least square method. 	Year	1999	2000	2001	2002	2003	2004	2005
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Production (in '000 tons)	105	107	109	112	114	116	118		(05)	CO3
e)	Identify the main component of the time series associated in each of the following cases giving the reason. i) High prices of grains due to famine ii) Sale of crackers during Diwali	(05)	CO3

	iii) Steep fall in employment iv) Illiteracy in India v) Online shopping in India			
Q.4	**Attempt any THREE from the following.**	**(15)**		
a)	Define the following. i) Random experiment ii) Sample space iii) Event iv) Mutually Exclusive events v) Exhaustive events	**(05)**	**CO4**	
b)	Give (i) Mathematical (ii) Statistical definition of probability of an event.	**(05)**	**CO4**	
c)	State multiplication theorem on probability. A bag contains 8 red balls and 5 white balls. Two successive draws of 3 balls are made without replacement. Find the probability that the first drawing will give 3 white balls and second drawing will give 3 red balls.	**(05)**	**CO4**	
d)	A committee of 12 persons is to be formed from 9 women and 8 men. In how many ways can this be done if at least 5 women have to be included in a committee?	**(05)**	**CO4**	
e)	Determine how many words can be formed using the letters of the word 'LOGARITHM', if i) vowels are always together. ii) begin with O and end with T.	**(05)**	**CO4**	