SOMAIYA VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Bachelor of Science - Psychology	SEM: I
	NOV-2025

Sr. No.	Subject	Available
1.	145U18C101 – General Psychology	
2.	14U18C102 – Child Psychology	
3.	231U08K101 – Visual Communication	
4.	145U18I101 – Descriptive Statistics	
5.		
6.		
7.		
8.		
9.		
10.		

LIBRARY

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November 2025 **Examination: End Semester Examination (UG Programmes)**		
Programme code: 18 **Programme: BSc Psychology**	**Class:** FY	**Semester: I**
Name of the School: Somaiya School of Humanities and Social Sciences	**Name of the Department** Psychology	
Course Code: 145U18C101	**Name of the Course: General Psychology**	
Duration: 2 Hr.	**Maximum Marks: 60**	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3)		

Question No.	Answer the Following	Max. Marks	CO
Q1	a) Describe Psychology and its Four Goals	8	CO1
	b) Explain the Steps in The Scientific Approach	7	CO1
	OR		
	c) Describe Tolman's experiment on maze-running rats and explain the concept of latent learning	8	CO2
	d) Compare and contrast Reinforcement and Punishment.	7	CO2
Q 2	a) Describe the three processes involved in memory formation.	8	CO3
	b) Explain the levels of processing and how the depth of processing affects memory retention.	7	CO3
	OR		
	c) Describe the basic elements of language and how language development occurs in children.	8	CO4
	d) Discuss the strengths and limitations of intuition in complex decision-making.	7	CO4
Q 3	a) Explain the difference between intrinsic and extrinsic motivation.	8	CO5
	b) Describe the Cannon-Bard theory of emotion.	7	CO5
	OR		
	c) Explain any five defense mechanisms with examples.	8	CO6
	d) Describe Carl Rogers' person-centered perspective and conditions for personal growth.	7	CO6
Q 4	**Write Short Notes on (Any 3)**		
	a) Little Albert Experiment.	5	CO1
	b) Operant conditioning	5	CO2
	c) Role of the amygdala and emotions in memory formation	5	CO3
	d) Emotional Intelligence	5	CO4
	e) Steps in Designing an Experiment	5	CO5
	f) Freud's concept of the unconscious mind	5	CO6

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October/November 2025 Examination: End Semester Examination (UG Programme)		
Programme code: 18 **Programme:** BSc Psychology	**Class:** FY	**Semester:** I
Name of the School: Somaiya School of Humanities and Social Sciences	**Name of the Department**: Psychology	
Course Code: 14U18C102	**Name of the Course:** Child Psychology	
Duration : 02 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)	Summarize the four key issues in the field of lifespan development.	**7**	**01**
b)	Compare the two major categories of lifespan development research.	**8**	**01**
	OR		
c)	Describe the major inherited disorders and explain how they are passed on genetically.	**7**	**02**
d)	Explain the process of fertilization and summarize the three stages of prenatal development	**8**	**02**
Q2	**Answer the following:**		
a)	Describe how the human body develops in the first two years of life, highlighting the four principles of growth.	**7**	**03**
b)	Compare the visual and auditory abilities of infants in the first two years of life.	**8**	**03**
	OR		
c)	Summarize the fundamental features of Piaget's theory of cognitive development.	**7**	**04**
d)	Describe how infants process information according to information processing approaches.	**8**	**04**
Q3	**Answer the following:**		
a)	Summarize the main physical and mental health concerns of school-age children.	**7**	**05**
b)	Explain how today's diverse family and care arrangements affect development during middle childhood.	**8**	**05**
	OR		
c)	Summarize the Piagetian view of cognitive development in middle childhood.	**7**	**06**
d)	Explain how children develop cognitively according to information processing approaches	**8**	**06**
Q4	**Short Notes (Any Three)**	**15**	
a)	Contextual perspective in lifespan development		**01**
b)	Role of genetic counselors		**02**
c)	Body rhythms and states of infants		**03**

d)	Memory capabilities of infants in the first two years		**04**
e)	Importance of self-esteem in middle childhood		**05**
f)	How children learn to read		**06**

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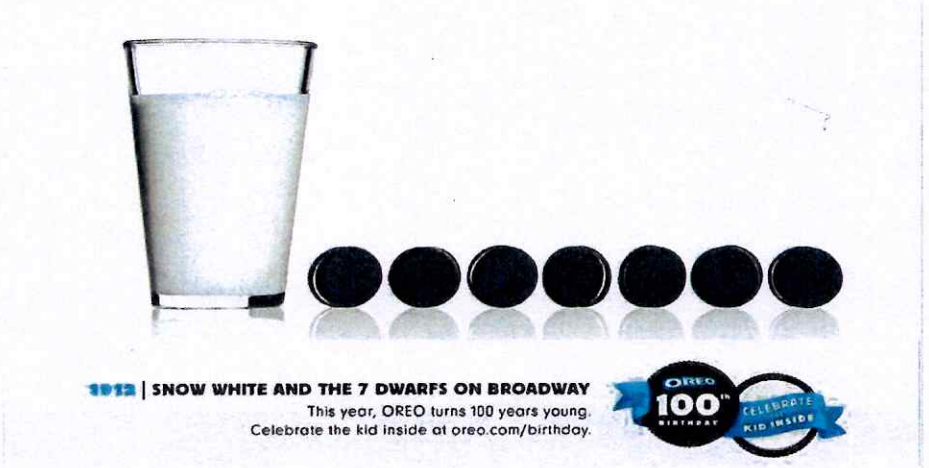
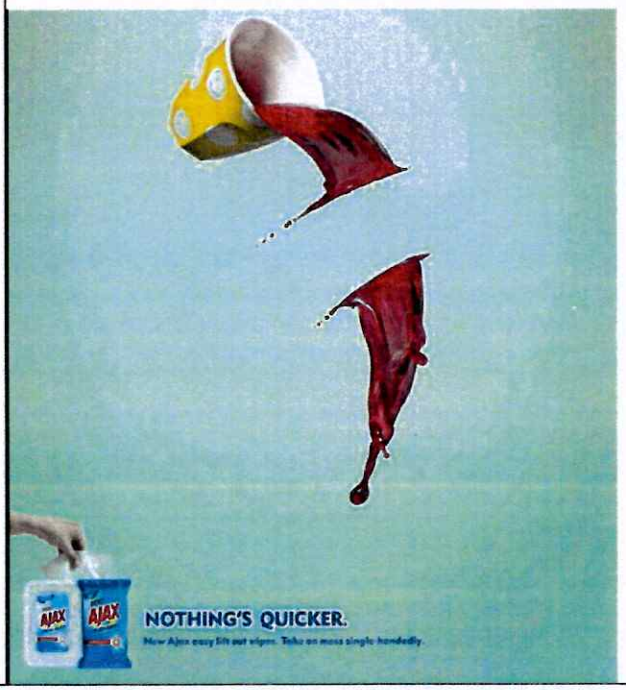
October/November 2025 **Examination: End Semester Examination (UG Programmes)**		
Programme code: 08 **Programme: BAMCJ**	**Class:** SY	**Semester:** III
Name of the School: Somaiya School of Humanities & Social Sciences	**Name of the Department**: Mass Communication	
Course Code: 231U08K101	**Name of the Course: Visual Communication**	
Duration : 2 Hr.	**Maximum Marks : 60**	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	CO
Q 1	Analyze the following adverts based on Color, Text, shape, message, and codes used 1. Oreo   2. Ajax wipes	15	CO1, 2, 3, 4

Q 2 A	Define Visual Communication. Explain concepts in visual communication. ***OR***	15	CO1
Q 2 B	Explain Semiotics and write a note on types of codes used in visual communication.	15	CO2
Q 3 A	"Visuals are remembered longer than words." Discuss with Branding logo examples from social media communication ***OR***	15	CO 3
Q 3 B	Elaborate on the history and development of Visuals in detail	15	CO 4
Q 4	Write short notes on (any three): 1. Contrast and Composition 2. Digital Posters and Broadcast Messages 3. Evolution of Typography 4. Gestalt Law of Proximity 5. Ethics in visual representation	15	 CO 1 CO 2 CO 3 CO 2 CO 4

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October/November 2025 **Examination: End Semester Examination (UG/PG Programmes)**		
Programme code: 18 **Programme: BSc Psychology**	**Class:** FY	**Semester:** I
Name of the School: Somaiya School of Humanities and Social Sciences	**Name of the Department: Psychology**	
Course Code: 145U18I101	**Name of the Course: Descriptive Statistics**	
Duration : 1 Hr.	**Maximum Marks : 60**	
Instructions: **1)Draw neat diagrams** **2)Assume suitable data if necessary** **3) All Questions are compulsory**		

Question No.		Max. Marks	CO
Q1.	**Answer any 3 out of the 4:**		
(a)	Construct the Scatter Diagram for the Data Set	5 Marks	CO5
(b)	Find the correlation coefficient using Rank Difference Method	5 Marks	CO5
(c)	Find the correlation coefficient using Product Moment Method	5 Marks	CO5
(d)	Explain the different types of variables with an example of each	5 Marks	CO1
Q2.	**Answer any 3 out of the 4:**		
(a)	A student obtains 80 marks in Maths and 50 in English. If the mean and SD for the scores in Maths are 70 and 25 and for the scores in English are 30 and 10 find out in which subject, Maths or English, he did better?	5 Marks	CO6
(b)	On the assumption that IQ's are normally distributed in the population with mean of 100 and standard deviation of 15, what percentage of the cases fall (a) above 145 IQ (b) above 115 IQ (c) below 85 IQ (d) between 85 and 145 IQ	5 Marks	CO6
(c)	What is Data? What are the different ways of Organizing Data	5 Marks	CO1

Individual	A	B	C	D	E	F	G	H
Movie 1 Rating	18	14	15	17	12	13	10	8
Movie 2 Rating	15	16	14	13	9	10	8	7

(d)	In a sample of 1000 cases, the mean of test scores is 14.5 and standard deviation is 2.5. Assuming normality of distribution how many individuals scored between 12 and 16? [Area under the curve from Mean to $0.6\sigma = 22.57\%$]	5 Marks	CO6
Q3.	**Answer any 3 out of the 4:**		
	Class Interval: 20-29, 30-39, 40-49, 50-59, 60-69 Frequency: 1, 3, 6, 7, 8		
(a)	Prepare a Histogram based on the above Data Set.	5 Marks	CO3
(b)	Prepare a Pie Diagram based on the above Data Set.	5 Marks	CO3
(c)	Prepare a box and Whiskers Plot Diagram based on the above Data Set.	5 Marks	CO3
(d)	Find the value of the 3rd Quartile, 7th Decile and 35th Percentile.	5 Marks	CO2
Q4.	**Answer any 3 out of the 4:** The weekly sales (in units) of a new product over 20 weeks are given below: 32, 45, 41, 55, 60, 48, 52, 58, 39, 47, 54, 43, 57, 62, 49.		
(a)	Find the mean of the ungrouped data set. Using the above data set, organize the above productivity scores into a frequency distribution using a class interval of 10. Also, prepare the cumulative frequency (counting from lowest score) and cumulative percentage distributions. Find the Median and Mode on the grouped data	5 Marks	CO4
(b)	Using the above data set, use a class interval of 10 to convert the ungrouped data into grouped data and find the mean using the Assumed mean method.	5 Marks	CO4
(c)	Using the above data set, use a class interval of 10 to convert the ungrouped data into grouped data, and find the Standard Deviation and Variance.	5 Marks	CO4
(d)	Explain the concept of Rounding off numbers in statistics with examples.	5 Marks	CO1