



BSC (HONS) IN PSYCHOLOGY
PLU 3311 – COGNITIVE PSYCHOLOGY - LEVEL 3
FINAL EXAMINATION PAPER
DURATION: 03 HOURS

DATE: 29th OCTOBER 2024

TIME: 1.30 P.M. – 4.30 P.M.

SECTION 2: STRUCTURED ESSAY QUESTIONS (60 MARKS)

Choose 04 out of the 06 questions given below and answer using the provided answer sheets

2.1 Various psychological concepts and theories contribute to our understanding of how we make decisions and interpret sensory information.

- a) How does the way a problem or choice is framed (as a gain or a loss) impact individuals' decisions? Provide an example to demonstrate the framing effect. (5 marks)
- b) Explain the key differences between top-down and bottom-up theories of perception with examples. (5 marks)
- c) How do the Gestalt principles of proximity and continuity contribute to our understanding of perceptual organization? Explain (5 marks)

2.2 The quest to understand human intelligence has led to the development of various theoretical models, among which Howard Gardner's Multiple Intelligences Theory and Robert Sternberg's Triarchic Theory of Intelligence are prominent.

- a) Explain Gardner's Multiple Intelligences Theory and its primary criticisms. (7 marks)
- b) Discuss the strengths and limitations of Sternberg's Triarchic Theory of Intelligence. (8 marks)

2.3 The study of neurons and their functions is fundamental to understanding how the nervous system operates. Key components of neurons play crucial roles in transmitting and processing information throughout the brain and body.

- a) Briefly describe the four (4) main parts of a neuron, detailing the specific functions each part performs in the process of transmitting and processing neural signals. (7 marks)
- b) Describe the process by which neurons conduct information, detailing the key steps involved in the transmission of electrical and chemical signals within and between neurons. (8 marks)

2.4 Consider a busy professional, Alex, who often juggles multiple tasks throughout the day. During a typical workday, Alex might be involved in several activities such as attending meetings, responding to emails, and reviewing reports, all while managing phone calls and other interruptions.

- a) Explain the factors that influence Alex's ability to manage multiple tasks simultaneously. *(5 marks)*
- b) Explain how might "Cocktail Party Effect" impact Alex's ability to focus on important information while dealing with multiple stimuli. *(10 marks)*

2.5 Memory research provides insights into how we retain and lose information over time, as well as how different types of amnesia affect our ability to remember.

- a) a) Explain the Ebbinghaus forgetting curve and its implications for understanding the rate of forgetting over time. *(5 marks)*
- b) Evaluate the strengths and limitations of the decay theory in explaining forgetting. *(5 marks)*
- c) Explain the key differences between anterograde amnesia and retrograde amnesia. *(5 marks)*

2.6 Amal, a 25-year-old marketing professional from Sri Lanka, has recently started working at a global marketing firm in the United States and is struggling with cognitive adjustments.

- a) How might Amal's Sri Lankan cultural background impact his cognitive processes in the U.S. work environment? *(7 marks)*
- b) What strategies could Amal use to adapt his cognitive approaches to better fit the U.S. work culture while leveraging his cultural strengths? *(8 marks)*

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