

MOI UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER EXAMINATIONS
FOR THE DEGREE OF BACHELOR OF ARTS IN PSYCHOLOGY
COURSE CODE: SPY 322
COURSE TITLE: PSYCHOLOGY OF HUMAN BEHAVIOUR AND LEARNING
TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES: Answer any Four Questions.

1. Critically evaluate the classical conditioning theory and explain its contribution to the understanding of human behavior. (17½ marks)
2. Discuss citing relevant examples the two components of B. F. Skinner's (1937) operant conditioning learning theory. (17½ marks)
3. Modern research has shown that most of mnemonic devices are effective at improving memory and helping to circumvent some cognitive limitation. Highlight and discuss on any three mnemonic devices. (17½ marks)
4. With relevance to Gestalt School explain how individuals organize perceptual cues from the external world to form internal models. (17½ marks)
5. Describe and briefly summarize the function of each of these forebrain structures: the cerebral cortex, thalamus, hypothalamus and limbic system (amygdala and hippocampus) (17½ marks)
6. Citing relevant examples discuss the two stages of the perceptual process. (17½ marks)
7. Technology has impacted on social behavior of Moi University students. Discuss using relevant illustrations. (17½ marks)
8. Define amnesia, and distinguish between retrograde and anterograde amnesia. (17½ marks)