



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF ARTS IN PSYCHOLOGY WITH
INFORMATION TECHNOLOGY
(MAIN CAMPUS)

APY 101: INTRODUCTION TO PSYCHOLOGY

Date: 22nd November, 2013

Time: 11.00 a.m. - 1.00 p.m.

INSTRUCTIONS:

- **Answer Question ONE (COMPULSORY) and any other TWO questions.**

APY 101: INTRODUCTION TO PSYCHOLOGY

1. (a)
 - i. Define the term psychology (2Mks)
 - ii. State three goals of psychology (3Mks)
 - b) Briefly describe the following approaches/Perspectives in psychology
 - i. Psychodynamic (10Mks)
 - ii. Behavioral (10Mks)
 - c) Using relevant examples distinguish between Dependent and Independent variables (5Mks)
 2. Describe the three principles of Perceptual organization (20Mks)
 3. Explain the features of extinction, spontaneous recovery, generalization and discrimination in Classical Conditioning (20Mks)
 - i. Extinction
 - ii. Spontaneous recovery
 - iii. Generalization
 - iv. Discrimination
 4. Describe the Maslow Hierarchy of needs and its relationship to motivation (20Mks)
 5. Define Social Psychology and explain the Group Process as discussed in the Social Foundation of behavior (20Mks)
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