



A Constituent College of Kenyatta University

UNIVERSITY EXAMINATIONS 2012/2013 ACADEMIC YEAR

1ST YEAR EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS

COURSE CODE/ TITLE: APS 101: INTRODUCTION TO PSYCHOLOGY

END OF SEMESTER I

DURATION: 3 HRS

DAY/TIME: WEDNESDAY 9.00AM – 12.00PM

DATE: 05.12.2012

INSTRUCTIONS:

1. Answer question ONE and any other TWO

Question One

- a) What is psychology? **(4marks)**
- b) What do psychologists do? **(22marks)**

Question Two

- a.) Distinguish between classical and operant conditioning. **(4marks)**
- b.) With the aid of examples, describe how the three types of operant conditioning have guided your behavior-environmental interaction as you grew up from childhood to adulthood. **(18marks)**

Question Three

With the aid of examples, explain how the following research approaches can be used to learn more about human behavior and mental processes.

- i) Experimentation
- ii) Correlational studies
- iii) Case studies

(22marks)

Question Four

a.) Distinguish between sensation and perception.

(4marks)

b.) Explain any four of the following concepts. Give examples.

(18marks)

- i) Psychophysics
- ii) Signal detection theory
- iii) Just noticeable difference
- iv) Absolute threshold
- v) Response bias

Question Five

If we were to carry a hypothetical survey on the importance of the five (5) senses, which one of these senses would you prefer to lose? Why? Why not any of the other?

(22marks)