



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS IN PSYCHOLOGY WITH INFORMATION TECHNOLOGY

MAIN CAMPUS

APY 105: PRINCIPLES OF PSYCHOLOGY

Date: 23rd February, 2018

Time: 12.00 - 3.00pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO.



1. (a) Explain why psychologists study human behaviour. (8mks)
(b) Distinguish between human mind and brain. (2mks)
(c) Analyze the components of human mind relating them to brain. (10mks)
(d) Discuss the influence of mind on human behaviour. (10mks)
2. Critically examine the acquisition and development of human behaviour based on the following psychological perspectives. (20mks)
 - (i) Behaviourism
 - (ii) Cognitivism
 - (iii) Psychodynamics
 - (iv) Humanism
 - (v) Biological
3. Examine the influence of the following psychological concepts on human behaviour. (20mks)
 - (i) Physiological mechanisms
 - (ii) Perception
 - (iii) Motivation
 - (iv) Attitude
4. (a) Critically assess the mind-body problem and mind-brain relationship according to Dualism, Materialism, Idealism and Spiritualism (8mks)
(b) Analyze three sources of knowledge about conscious mind (12mks)
5. (a) Evaluate any five research methods used in psychology. (10mks)
(b) Explain two ways in which personality is developed. (4mks)
(c) Examine ways through which behaviour is learnt. (6mks)