

**VIT**Vellore Institute of Technology
(Approved as an Affiliated Institute under Section 1 of UGC Act, 1956)**SCHOOL OF SOCIAL SCIENCE AND LANGUAGE**
CONTINUOUS ASSESSMENT TEST - I
WINTER SEMESTER 2024-2025

REG.NO.:

SLOT: B1+TB1

Programme Name & Branch : Common for all B.Tech. and M.Tech. Programme
Course Code and Course Name : BHUM203L – Introduction to Psychology
Faculty Name(s) : Navin Kumar, Bhuvaneswari M, Poonam Sharma
Class Number(s) : VL20242505 04523, VL2024250504524, VL2024250504533
Date of Examination : 28/01/2025
Exam Duration : 90 minutes **Maximum Marks: 50**

General instruction(s):

- Answer All Questions
- Explain each answer in 350 to 400 words.
- M - Max mark; CO - Course Outcome; BL - Blooms Taxonomy Level (1 - Remember, 2 - Understand, 3 - Apply, 4 - Analyse, 5 - Evaluate, 6 - Create)
- Course Outcomes:
 1. Describe the basic concepts of Psychology.
 2. Understand the knowledge of the processes of sensation and perception.

Q. No	Question	M	CO	BL
1.	Define psychology and discuss its subject matter and scope.	10	1	2
2.	Describe sensation and perception. Discuss Gestalt Principles of Perceptual Organization with examples.	10	2	2
3.	What is meant by ESP and discuss about its existence with research evidence?	10	2	2
4.	Explain how advertisers use classical conditioning principles to create positive associations between their products and desirable outcomes.	10	1	3
5.	Analyse the importance of Psychoanalytic approach in understanding human mind. Provide suitable example.	10	1	3
