



VIT

Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)

**SCHOOL OF SOCIAL SCIENCE AND LANGUAGE
CONTINUOUS ASSESSMENT TEST - II
FALL SEMESTER 2025-2026**

REG.NO.:

SLOT: E1+TE1

Programme Name & Branch : B.Tech
Course Code and Course Name : BHUM110L – Cognitive Psychology
Faculty Name(s) : M. Bhuvaneswari
Class Number(s) : VL2025260104525
Date of Examination : 09/10/2025
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:

2. Comprehensive understanding of cognitive processes such as perception and attention.
3. Comprehend the cognitive process of memory.
4. Realise strategies to enhance thinking and problem-solving processes.

Q. No	Question	M	CO	BL
1.	Selective attention is essential for academic learning. Using Broadbent's, Treisman's, and Late Selection models, analyze how a student manages to focus on a teacher's lecture while ignoring background classroom noise. Which model provides the best explanation in this context? Justify your answer.	10	2	3
2.	An advertisement designer uses patterns, colors, and shapes to make a product logo stand out from the background. Apply Gestalt laws (figure-ground, similarity, closure, etc.) to explain how the viewer's perception is guided.	10	2	3
3.	Explain the concept of autobiographical memory. How do personal experiences stored in this memory influence identity, decision-making, and emotional well-being? Illustrate with examples.	10	3	3
4.	Memory can be improved using both internal techniques (like organization, visualization, rehearsal, mnemonics, chunking) and external aids (like diaries, calendars, digital reminders, sticky notes). Compare these approaches with examples.	10	3	2
5.	Compare the various types of thinking and explain how each is applied in academic learning.	10	4	3