

110 – Essentials of Psychology for Managers

1. What is the primary goal of psychology?

- a. Studying animal behaviour
- b. Understanding consciousness
- c. Exploring the mind and behaviour
- d. Analysing social interactions

Answer: c. Exploring the mind and behavior

2. Which perspective in psychology focuses on the impact of genetics and evolution on behavior?

- a. Cognitive perspective
- b. Behavioral perspective
- c. Biological perspective
- d. Humanistic perspective

Answer: c. Biological perspective

3. What is the function of neurons in the nervous system?

- a. Muscle contraction
- b. Transmitting information
- c. Blood circulation
- d. Digestion

Answer: b. transmitting information

4. What is the basic structure of the nervous system?

- a. Heart and lungs
- b. Brain and spinal cord
- c. Liver and kidneys

d. Stomach and intestines

Answer: b. Brain and spinal cord

5. How does heredity influence behaviour, according to evolutionary psychology?

a. By shaping personality

b. Through genetic mutations

c. By determining intelligence

d. Through cultural experiences

Answer: b. Through genetic mutations

6. What term refers to the minimum intensity of a stimulus needed for detection?

a. Absolute threshold

b. Sensory adaptation

c. Perceptual constancy

d. Sensory threshold

Answer: a. Absolute threshold

7. Which theory suggests that perception is influenced by cultural and experiential factors?

a. Gestalt theory

b. Perceptual adaptation theory

c. Cultural relativism theory

d. Bottom-up processing theory

Answer: c. Cultural relativism theory

8. What is the term for the tendency to perceive objects as unchanging despite changes in sensory input?

a. Sensory adaptation

b. Perceptual constancy

- c. Perceptual development
- d. Sensory threshold

Answer: b. Perceptual constancy

9. According to Gestalt theory, what is the principle of closure?

- a. Filling in missing information to create a complete whole
- b. Separating elements that are close together
- c. Grouping similar elements together
- d. Focusing on the central figure in a display

Answer: a. Filling in missing information to create a complete whole

10. Which processing approach involves interpreting sensory information based on prior knowledge and experience?

- a. Bottom-up processing
- b. Top-down processing
- c. Parallel processing
- d. Sequential processing

Answer: b. Top-down processing

11. What type of learning is associated with the Pavlovian dog experiment?

- a. Classical conditioning
- b. Instrumental conditioning
- c. Observational learning
- d. Operant conditioning

Answer: a. Classical conditioning

12. Which term refers to a decrease in the conditioned response when the conditioned stimulus is no longer paired with the unconditioned stimulus?

- a. Extinction

- b. Generalization
- c. Discrimination
- d. Spontaneous recovery

Answer: a. Extinction

13. In operant conditioning, what is reinforcement?

- a. A punishment for behavior
- b. A consequence that increases the likelihood of behavior
- c. The removal of a pleasant stimulus
- d. An unpleasant consequence

Answer: b. A consequence that increases the likelihood of behavior

14. What is the primary focus of social learning theory?

- a. Unconscious processes
- b. Rewards and punishments
- c. Observational learning
- d. Reflexes and responses

Answer: c. Observational learning

15. What term is used to describe learning that occurs without reinforcement or punishment?

- a. Positive reinforcement
- b. Negative reinforcement
- c. Latent learning
- d. Operant conditioning

Answer: c. Latent learning

16. What are the three components of memory, according to the information-processing model?

- a. Encoding, storage, retrieval
- b. Sensation, perception, interpretation
- c. Short-term, long-term, working memory
- d. Recognition, recall, relearning

Answer: a. Encoding, storage, retrieval

17. What theory suggests that forgetting occurs because new information interferes with the retrieval of old information?

- a. Decay theory
- b. Interference theory
- c. Elaboration theory
- d. Mnemonic theory

Answer: b. Interference theory

18. What is the process of bringing information stored in memory to conscious awareness?

- a. Encoding
- b. Storage
- c. Retrieval
- d. Recognition

Answer: c. Retrieval

19. Which level of processing is associated with the deepest and most enduring memory?

- a. Shallow processing
- b. Intermediate processing
- c. Elaborative processing
- d. Maintenance processing

Answer: c. Elaborative processing

20. What term refers to the phenomenon where recalling some information facilitates the recall of related information?

- a. Primacy effect
- b. Recency effect
- c. Retroactive interference
- d. Spreading activation

Answer: d. Spreading activation

21. What is mental imagery in the context of cognition?

- a. Visualization of mental disorders
- b. Imaginary friends in childhood
- c. Formation of mental concepts
- d. Creation of mental pictures

Answer: d. Creation of mental pictures

22. Which process involves finding a solution to a problem using previous knowledge and experience?

- a. Critical thinking
- b. Creativity
- c. Problem-solving
- d. Decision-making

Answer: c. Problem-solving

23. How is language development related to thinking, according to psychologists?

- a. It has no impact on thinking
- b. It limits creative thinking

- c. It influences and shapes thinking
- d. It delays cognitive development

Answer: c. It influences and shapes thinking

24. According to the James-Lange theory of emotion, what comes first in the emotional experience?

- a. Physiological response
- b. Cognitive appraisal
- c. Emotional expression
- d. Behavioural response

Answer: a. Physiological response

25. What theory proposes that physiological arousal and emotional experience occur simultaneously?

- a. Common sense theory of emotion
- b. James-Lange theory of emotion
- c. Cannon-Bard theory of emotion
- d. Cognitive arousal theory of emotion

Answer: c. Cannon-Bard theory of emotion