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Course: Diploma in Graphics and Communication Design
Subject: Psychology for Interactive Media, Code: DGM-505
Semester: I

Time: 03 Hours**Max Marks: 70****Instructions to the Students:**

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of short answer type. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 long answer type questions out of which students must attempt any 5. Each question carries 10 marks.
4. Do not write anything on the question paper.

Q.No.	SECTION –A (SHORT ANSWER TYPE QUESTIONS)	Marks
1. a.	What do you know about the Psychology?	(2)
b.	What is the role of Ego in personality as per psychodynamic theory?	(2)
c.	What is perception of movement?	(2)
d.	What is behaviour?	(2)
e.	Define the role of perception in life.	(2)
f.	Differentiate in visual and auditory perception.	(2)
g.	What is short term memory?	(2)
h.	Define the forgetting.	(2)
i.	What is self?	(2)
j.	Explain the role of confidence in life.	(2)
SECTION –B (LONG ANSWER TYPE QUESTIONS)		
2.	Explain goals and scope of Psychology in detail.	(10)
3.	Discuss about the behaviouristic approach of Psychology.	(10)
4.	What is the meaning of perception? Explain the factors affect the perception.	(10)

5. Write a detail note on the life span changes in perception (10)
6. What do you know about the Memory? Explain in detail about the different type: (10)
of memory.
7. Explain in detail about the effect of hormone on behaviour in detail. (10)
8. Define the self-esteem. Explain the role of self-esteem in life. (10)
9. Highlight on the laws of perceptual organization. (10)

====END OF PAPER====