

Course Code & Title	25WSU001	<b>WOMEN'S STUDIES</b>	SELF STUDY PAPER	C 2
Major Course				
Pre-requisite	The fundamental knowledge about family, society and gender equality	Academic year	2025-26 onwards	
Class	I-VI SEMESTER NON SOCIOLOGY UNDERSGRADUATE STUDENTS			
Course outcomes	<b>On completion of this course, student will be able to</b>			<b>K level</b>
	CO1: Understand the Fundamentals of women's studies.			2
	CO2: Identify the theoretical perspective of women studies.			4,5
	CO3: Recognize the Women education and development.			2,3,4,5
	CO4: Understand the violence against women.			2,3,4
	CO5: Understand & Observe the specific laws related to women			1,2,3

### SYLLABUS

Module	Contents	No of Hours
I	<u>CONCEPTUAL ANALYSIS</u> Women's studies – concept – need – objectives- historical development of women's studies. Gender studies- concept – need – objectives. Sex and gender – gender division of labor – gender socialization.	13
II	<u>THEORETICAL PERSPECTIVES ON WOMEN'S SUBORDINATION</u> Liberal perspectives – Marxist perspectives – Radical perspectives – Socialist perspectives – Patriarchy and Women's subordination.	13
III	<u>WOMEN AND EDUCATION</u> Female literacy – need for women education – women's participation in higher education in India. Women's education for development – Availability of Institutions and infra structural facilities for women's education. National policy on women's education. Socio- economic factors affecting women's enrolment in education.	13
IV	<u>VIOLENCE AGAINST WOMEN</u> Concept of violence against women – Theories – Instinctive – Aggression – Frustration – Learning – Theory of Subculture of violence. Types – Physical, Psychological, Sexual and Domestic violence. Implications of violence on women's health. Indecent representation of women in media.	13
V	<u>WOMEN AND LAW</u> Women's right – concept – Types – Social rights – Laws related to Marriage, Dowry, violence and MTP Act. Economic rights – Maternity benefit Act and equal remuneration Act and Property right.	13
	Total Hours	65

References	Jones Pip Delhi	2005	Introducing Social Theory	Atlantic Publishers	New Delhi
	Haralambos Michael Publications London	1987	Sociology – Themes and Perspectives	Bell and Haymen	
	Sharma O.S	1994	Crime against Women	Ashish Publishing House	New Delhi
	Jaya Indiresan	2001	Education for Women’s Empowerment	Konark Publishers	New Delhi
	Jaya Kothai Pillai	1995	Women and Empowerment	Gyan Publishing House	New Delhi
Teaching-Learning Process	Self-Study				
Assessment Methods	CE				
Designed by	Dr.Kavitha VRS Dr.S.Selvakumari	Verified by	DR.KAVITHA VRS	Name of HOD	DR.KAVITHA VRS

### Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	2										3	3	3
CO2	1	3	3										3	2	3
CO3	2	2	2										3	3	3
CO4	2	1	2										3	3	3
CO5	1	1	2										3	3	3

1=Low; 2=Medium; 3=Strong

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BA/BSc/BCom/BCA/BBA/BVoc DEGREE EXAMINATION DECEMBER 2025  
(Fifth Semester)

Common to – BA/BSc/BCom/BCA/BBA/BVoc PROGRAMMES

**WOMEN'S STUDIES**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

- 1 Choose the term used to identify the individual's socially constructed norms, roles and behavior.  
(i) Gender (ii) Position  
(iii) Sex (iv) Caste
- 2 Identify the process of learning culture's gender-related rules, norms, and expectations.  
(i) Gender socialization (ii) Gender norms  
(iii) Gender roles (iv) Gender behavior
- 3 Find the perspective that aims to advocate for women's legal and political rights.  
(i) Liberal (ii) Socialist  
(iii) Radical (iv) Marxist
- 4 Recall the social system where male elder has absolute authority over the family.  
(i) Patriarchy (ii) Monarchy  
(iii) Matriarchy (iv) Oligarchy
- 5 Which state serves as a model state for female literacy in India?  
(i) Kerala (ii) Karnataka  
(iii) Tamilnadu (iv) Andhrapradesh
- 6 In which year Right to Education Act was into effect?  
(i) 2010 (ii) 2008  
(iii) 2009 (iv) 2007
- 7 Who developed the subculture of violence theory?  
(i) Franco Ferracuti and Marvin Wolfgang  
(ii) Franco Ferracuti  
(iii) Marvin Wolfgang  
(iv) Melvin Wolfgang
- 8 In which year domestic violence act was passed?  
(i) 2005 (ii) 2007  
(iii) 2006 (iv) 2008
- 9 Identify the statutory body to monitor & review the existing legislation of women and to suggest amendments.  
(i) NCW (ii) MSWE  
(iii) NHRC (iv) NPEW
- 10 Find the category of act which ensures equal pay for men and women performing the similar work.  
(i) Economic (ii) Social  
(iii) Cultural (iv) Political

Cont...

**SECTION - B (35 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks

(5 x 7 = 35)

- 11 a Construct Gender division of labor.  
OR  
b Analyze Gender socialization.
- 12 a Develop Radical perspective.  
OR  
b Evaluate Liberal perspective.
- 13 a Examine Infra structural facilities for women's education.  
OR  
b Infer the Socio- economic factors affecting women's enrolment in education.
- 14 a Inspect Instinctive theory.  
OR  
b Evaluate Theory of sub culture of violence.
- 15 a Explain social rights.  
OR  
b Estimate Economic rights.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

**ALL** Questions Carry **EQUAL** Marks

(3 x 10 = 30)

- 16 Discuss historical developments of women's studies.
- 17 What is patriarchy? Describe its impact on women's subordination.
- 18 Elaborate women's education for development.
- 19 Critically analyze the forms of violence against women.
- 20 Develop the role of Law in women's life.

Z-Z-Z

END

<b>Course Code</b>	<b>25VCU103</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Course Title</b>	<b>ADVERTISING</b>	<b>4</b>	<b>1</b>	<b>-</b>	<b>3</b>
Major Course		Employability / Entrepreneurship / Skill Development			
<b>Pre-requisite</b>		<b>Regulation 2025-2026</b>			
<b>Class</b>	I B.Sc. Visual Communication	<b>Semester</b>		<b>I</b>	
<b>Course Outcomes</b>	<b>On completion of this course, student will be able to</b>				<b>K Level</b>
	<b>CO1:</b> Interpret the scope of advertising in communicating messages for global audience.				<b>K2</b>
	<b>CO2:</b> Construct advertising messages promoting branding through green marketing.				<b>K3</b>
	<b>CO3:</b> Examine the relevance of research in executing advertising strategies and media planning.				<b>K4</b>
	<b>CO4:</b> Explore the process of visualising creative messages for interactive media audience.				<b>K4</b>
	<b>CO5:</b> Validate the social and ethical issues of advertising with emphasis on sustainable advertising messages.				<b>K5</b>

### SYLLABUS

<b>Module</b>	<b>Contents</b>	<b>No. of Hours</b>
<b>I</b>	Advertising –Meaning and Significance, Early forms of Advertising – Public Displays: Visual Displays and Public Spaces - Elements of Advertising – Tone & Content – Appeals – Theories of Advertising – Stimulus Response Theory, STARCH Model and AIDA, DAGMAR Model – Advertising Classification - Advantages & Disadvantages –The Scope of Advertising from local to global.	<b>15</b>
<b>II</b>	Marketing - Advertising & Consumers – Buying Process, Factors Influencing Consumer Behaviour - Decision Making – Buying Motives –Target audience – Segmentation - Targeting - Positioning – Branding – Brand Building – Archetypes and Personality - Advertising Campaign Planning –Creative Process and Execution – Art and Copy for Print, Electronic, and Digital Media – Green Marketing Initiatives: Promoting Eco-friendly Products.	<b>13</b>
<b>III</b>	Introduction to Indian Media Scenario – Media Characteristics - Gathering Informing for Advertising Planning - Media planning – Developing Media Objectives – Media Budget – Implementing Media Plans – Selection of Media – Media Buying Functions - Advertising Research – Pre-testing and Launch –Post Testing of Campaigns	<b>12</b>
<b>IV</b>	Advertising Agency – Types, Structure and Functions of Agencies – Role – Nature – Special Emphasis on Writing and Visualizing for Digital Interactive Media – Social Media – Influencer Marketing – Mobile Advertising – AI in Advertising: Augmented Reality & Virtual Reality in Advertising.	<b>10</b>
<b>V</b>	Advertising and Society – Issues Concerning Advertising – Advertising and Ethics – Green Claims - Ethical and Sustainable Advertising in India - Role of Advertising Standard Council of India - ASCI Code - Self Regulation –Products and Services banned from Advertising – Advertising to Children – Issues in Advertising – Deceptive Advertising – Misleading Prices - Surrogate Advertisement - Future of Advertising.	<b>10</b>
	<b>Total Hours</b>	<b>60</b>

<b>References</b>	<b>Essential : [ Text Book ]</b> 1. Moriarty, S, <i>Advertising and Integrated Marketing Communication: Principles and Practice</i> , 2015. <b>Suggestive:</b> 1. Adams, James R, <i>Media Planning, Communication: Business Books</i> , 1977 2. Belch, G, <i>Advertising and Promotion: An Integrated Marketing Communication Perspective</i> , 9th Edition, New York: McGraw Hill, 2012. 3. Clow, K, <i>Integrated Advertising, Promotion and Marketing Communication</i> , 5th Edition, Boston: Pearson, 2012. 4. Kelley, L. (2023). <i>Advertising Media Planning</i> . Routledge. 5. TUTEN. (2023). <i>SOCIAL MEDIA MARKETING 5/E</i> . SAGE PUB. 6. Unnikrishnan, Namita, <i>Impact of Television Advertising on Children</i> , NewburyPark: Sage, 1996. 7. Young, Brain M, <i>Television Advertising and Children</i> , London: O U P, 1990. <b>Online Resources :</b> 1. Advertising Lesson Plans & Resources - Videos & Lessons   Study.com 2. <a href="#">Advertising Media - Definition, Importance, Types and Methods   Marketing91</a> 3. <a href="#">Chapter 19, Advertising, Class Notes (udel.edu)</a> 4. <a href="#">501-ADVERTISING_CONCEPT___PRINCIPLE.pdf (nraismc.com)</a>				
	<b>Teaching-Learning Process</b>	Chalk and talk, Audio video tools, Blended face-to-face class			
<b>Assessment Methods</b>	Oral presentations, including seminar presentation, self-assessment				
<b>Designed by</b>	Ms. Chithra Lekshmi K S	<b>Verified by</b>	Dr. G.Radha	<b>HoD</b>	Dr. G.Radha

### Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12		PSO1	PSO2	PSO3
CO1	3	3	3	3	3	3	3	2	3	2	3	2		2	3	3
CO2	3	3	3	3	3	3	3	3	3	2	3	2		2	3	3
CO3	3	3	3	2	3	3	3	2	2	3	2	3		3	2	3
CO4	3	3	3	2	3	3	3	3	3	3	2	3		3	2	3
CO5	3	3	3	3	3	3	3	3	3	3	3	3		2	3	3

\* 1 = Low ; 2 = Moderate ; 3 = Strong

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2026  
(First Semester)

Branch - VISUAL COMMUNICATION (ELECTRONIC MEDIA)

ADVERTISING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Media Planning is a _____ a) The process of selecting and scheduling advertising media b) The process of designing a logo for a brand c) The method of editing video advertisements d) The process of writing ad copy for social media	K1	CO1
	2	STARCH model was proposed by a) Abraham Maslow      b) E. K. Strong c) Daniel Starch        d) Philip Kotler	K2	CO1
2	3	NOT a type of advertising agency a) Full-service agency      b) Creative boutique c) Media buying agency    d) Financial audit agency	K1	CO2
	4	DAGMAR model deals with: a) Setting measurable advertising objectives b) Creating humorous advertisements c) Managing advertising budgets d) Selecting media channels	K2	CO2
3	5	In an advertising campaign, art and copy primarily refer to: a) Media planning and budgeting b) Visual design and written message c) Sales and distribution d) Product pricing and packaging	K1	CO1
	6	In advertising, "Post-testing" of a campaign is a) Estimate the total cost of media buying b) Measure the effectiveness of the advertisement c) Decide which media platform to use d) Determine the creative strategy of the campaign	K2	CO2
4	7	Advertising uses online personalities to promote brands a) Print      b) Influencer c) Outdoor    d) Transit	K1	CO1
	8	Technology that creates immersive 3D brand experiences using simulated environments a) Artificial Intelligence b) Augmented Reality c) Virtual Reality d) Search Engine Optimization	K2	CO2
5	9	Organization regulates ethical standards in advertising in India. a) TRAI      b) ASCI c) NITI        d) NAB	K1	CO1
	10	Advertising a banned product under the guise of another brand name is called _____ a) Surrogate advertising b) Misleading pricing c) Ethical advertising d) Green marketing	K2	CO2

Cont...

**SECTION - B (35 Marks)**Answer **ALL** questions**ALL** questions carry **EQUAL** Marks ( $5 \times 7 = 35$ )

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the significance of advertising in building brand identity and consumer trust.	K2	CO1
	(OR)			
	11.b.	Describe the key components of the STARCH model and discuss its advertising effectiveness.		
2	12.a.	Describe the creative process in advertising campaign planning with an example from print or digital media.	K3	CO2
	(OR)			
	12.b.	Explain how consumer decision-making varies for high-involvement and low-involvement products.		
3	13.a.	Explain the key characteristics of Indian media that make it diverse and unique.	K3	CO2
	(OR)			
	13.b.	Discuss the steps involved in developing a media budget for an advertising campaign.		
4	14.a.	Explain the creative process of writing and visualizing for social media advertising.	K4	CO3
	(OR)			
	14.b.	Describe the different types of advertising agencies and their specialized roles.		
5	15.a.	Describe the issues of misleading advertising with suitable examples.	K5	CO4
	(OR)			
	15.b.	Discuss how advertising ethics influence brand reputation and consumer trust in India.		

**SECTION -C (30 Marks)**Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks ( $3 \times 10 = 30$ )

Module No.	Question No.	Question	K Level	CO
1	16	Compare and contrast the AIDA and DAGMAR models of advertising with examples from real campaigns.	K1	CO1
2	17	Discuss the relationship between advertising and consumer behavior. How does advertising influence consumer decision-making?	K2	CO2
3	18	Discuss the role of media planning and media selection in ensuring the effectiveness of an advertising campaign.	K3	CO3
4	19	Examine the future of advertising agencies in the context of AI-driven tools, automation, and immersive technologies.	K4	CO4
5	20	Examine how green and responsible advertising initiatives can shape a more ethical and socially conscious advertising ecosystem in India.	K5	CO5

<b>Course Code</b>	25PSU101	<b>Course Title</b>	GENERAL	L	T	P	C
			PSYCHOLOGY - I	5	-	-	4
Major Course							
<b>Pre-requisite</b>				<b>Academic year</b>	2025-26 onwards		
<b>Class</b>	I B.Sc Psychology			<b>Semester</b>	I		
<b>Course Outcomes (COs)</b>	<b>On completion of this course, student will be able to</b>						<b>K Levels</b>
<b>CO1</b>	Understand the foundational concepts, perspectives, and research methods in psychology.						K1, K2
<b>CO2</b>	Analyze the biological basis of behavior and cognitive processes.						K3, K4
<b>CO3</b>	Evaluate different psychological theories and their applications.						K5, K6
<b>CO4</b>	Examine perceptual, memory, and learning mechanisms.						K3, K4
<b>CO5</b>	Explore contemporary research trends in cognitive and physiological psychology.						K5, K6

## SYLLABUS

Module	Contents	No. of Hours
I	<b>Introduction to Psychology:</b> Definition, nature, and scope of psychology - Branches of psychology - Psychology as a science - <b>Historical foundations:</b> Structuralism, Functionalism, Behaviorism, Psychoanalysis, Humanism, and Cognitive Psychology - <b>Research methods:</b> Experimental, observational, case study, survey - Ethical considerations in psychological research - Contribution of Indian psychologists to psychology - Interdisciplinary approach to psychology in modern sciences.	11
II	<b>Biological Basis of Behavior:</b> Structure and function of the nervous system - <b>Brain and behavior:</b> Role of the cerebral cortex - Endocrine system and hormones - Genetics and behavior - Neuroplasticity and its implications - Methods of studying the brain (EEG, MRI, fMRI) - Influence of biological rhythms on behavior - Neurological disorders and their psychological implications - Recent advances in neuroimaging and computational neuroscience.	11
III	<b>Sensation and Perception:</b> Basic concepts of sensation - Visual, auditory, olfactory, gustatory, and tactile perception - <b>Theories of perception:</b> Gestalt, Bottom-Up vs. Top-Down Processing - Perceptual illusions - Attention and perceptual selectivity - Impact of virtual reality on perception - Cross-cultural variations in perception - The role of AI in sensory augmentation and perception studies.	11
IV	<b>Learning and Memory:</b> <b>Theories of learning:</b> Classical and operant conditioning, observational learning - <b>Memory processes:</b> Encoding, storage, retrieval - <b>Models of memory:</b> Multi-store model, Working Memory model - <b>Forgetting:</b> Causes and theories - Memory enhancement techniques - Role of AI in cognitive training and rehabilitation - Applications of learning theories in education and therapy - Advances in neuropsychology and artificial memory systems.	11
V	<b>Applications and Future Trends:</b> Psychology in education and learning - Role of psychology in technology, AI, and human interaction - The impact of psychology in workplace productivity - Emerging trends in neuroscience and mental health - Ethical issues in AI and behavior prediction – Neuro-ethics and brain enhancement technologies - The future of psychology in human-machine collaboration.	11
<b>Total Hours</b>		<b>55 hours</b>

<b>References / Readings</b>	<p><b>Core Textbooks:</b></p> <ol style="list-style-type: none"> <li>1. Coon, D., &amp; Mitterer, J. O. (2023). <i>Introduction to Psychology: Gateways to Mind and Behavior</i> (16th ed.). Cengage Learning.</li> <li>2. Feist, G., &amp; Rosenberg, E. (2023). <i>Psychology: Perspectives and Connections</i> (5th ed.). McGraw-Hill.</li> <li>3. Sternberg, R. J., &amp; Sternberg, K. (2022). <i>Cognitive Psychology</i> (8th ed.). Cengage Learning.</li> <li>4. Kalat, J. W. (2023). <i>Introduction to Psychology</i> (13th ed.). Cengage Learning.</li> <li>5. Passer, M. W., &amp; Smith, R. E. (2023). <i>Psychology: The Science of Mind and Behavior</i> (6th ed.). McGraw-Hill.</li> <li>6. Morgan, C. T., King, R. A., Weisz, J. R., &amp; Schopler, J. (2022). <i>Introduction to Psychology</i>. McGraw-Hill.</li> <li>7. Baron, R. A. (2023). <i>Psychology</i>. Pearson.</li> </ol> <p><b>Additional Readings:</b></p> <ol style="list-style-type: none"> <li>1. Gleitman, H., Gross, J., &amp; Reisberg, D. (2023). <i>Psychology</i> (10th ed.). W.W. Norton &amp; Co.</li> <li>2. Bernstein, D. A. (2022). <i>Essentials of Psychology</i> (7th ed.). Cengage Learning.</li> <li>3. Lilienfeld, S. O., Lynn, S. J., Namy, L. L., &amp; Woolf, N. J. (2022). <i>Psychology: From Inquiry to Understanding</i> (5th ed.). Pearson.</li> </ol> <p><b>Supplementary Materials:</b></p> <ul style="list-style-type: none"> <li>• Articles: <ul style="list-style-type: none"> <li>○ Kahneman, D. (2011). <i>Thinking, Fast and Slow</i>. Farrar, Straus and Giroux.</li> <li>○ Gigerenzer, G. (2022). <i>How to Stay Smart in a Smart World: Why Human Intelligence Still Beats Algorithms</i>. MIT Press.</li> </ul> </li> <li>• Videos &amp; Documentaries: <ul style="list-style-type: none"> <li>○ <i>The Brain with David Eagleman</i> (PBS, 2015)</li> <li>○ <i>Inside Out</i> (Pixar, 2015) - Psychological emotions and memory</li> <li>○ <i>The Mind, Explained</i> (Netflix, 2019)</li> </ul> </li> </ul>			
	<b>Teaching-Learning Process</b>	<ul style="list-style-type: none"> <li>• Lectures &amp; Interactive Sessions</li> <li>• Research Discussions</li> <li>• Videos/Documentaries</li> </ul>		
<b>Assessment Methods</b>	<ul style="list-style-type: none"> <li>• Class Quizzes</li> <li>• Peer learning / Collaborative learning</li> <li>• Class Participation</li> </ul>			
<b>Designed by</b>	KPN	Verified by		

Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	2	3	3	3	2	2	2	2	3	3	2	3
CO2	3	1	2	3	2	3	2	3	3	2	3	3	2	3	2
CO3	3	3	2	3	2	2	3	3	3	2	3	2	3	2	3
CO4	2	3	2	3	1	3	2	2	3	2	3	3	2	3	2
CO5	1	2	3	2	1	3	2	1	2	3	2	2	3	3	2

\* 1 = Low ; 2 = Medium ; 3 = Strong

**PSG COLLEGE OF ARTS & SCIENCE**  
**(AUTONOMOUS)**

**BSc DEGREE EXAMINATION MAY 2026**  
**(First Semester)**

Branch- **PSYCHOLOGY**

**GENERAL PSYCHOLOGY – I**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks

(10 × 1 = 10)

<b>Module No.</b>	<b>Question No.</b>	<b>Question</b>	<b>K Level</b>	<b>CO</b>
<b>1</b>	1	Ethical principles in psychological research include all EXCEPT a) Informed Consent                      b) Deception without debriefing c) Right to withdraw                      d) Confidentiality	K1	CO1
	2	Which branch of psychology studies how people think, remember, and solve problems? a) Clinical                                      b) Cognitive c) Developmental                              d) Social	K2	CO1
<b>2</b>	3	Neuroplasticity refers to a) The fixed structure of neurons b) The brain's ability to change and adapt c) Brain's inability to recover after injury d) Plastic surgery of neurons	K1	CO2
	4	The part of the brain is responsible for higher-order functions like thinking and decision-making is _____. a) Brainstem                                      b) Cerebellum c) Cerebral Cortex                              d) Thalamus	K2	CO2
<b>3</b>	5	An example of a bottom-up process in perception is a) Using past experience to interpret stimuli b) Reading a blurred word using context c) Identifying a smell with no prior experience d) Recognizing faces in clouds	K1	CO3
	6	_____ sense is associated with the olfactory system. a) Hearing                                      b) Smell c) Taste                                      d) Sight	K2	CO3
<b>4</b>	7	Classical conditioning was first demonstrated by a) B.F. Skinner                                      b) Ivan Pavlov b) Albert Bandura                                      d) Edward Thorndike	K1	CO4
	8	The multi-store model of memory includes a) Sensory, Short-term, Long-term memory b) Implicit, Explicit, Episodic memory c) Emotional and cognitive memory only d) Short-term and working memory only	K2	CO4
<b>5</b>	9	AI and psychology intersect in a) Machine learning and emotional intelligence b) Only computer engineering c) Unconscious dream interpretation d) Historical analysis	K1	CO5
	10	Neuroethics is concerned with: a) Ethics in education                                      b) Mental illness classification c) Moral issues in brain research                      d) Dream analysis	K2	CO5

**Cont...**

**SECTION - B (35 Marks)**Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Define psychology and explain its nature as a science.	K1	CO1
	(OR)			
	11.b.	What are the difference between Structuralism and Functionalism.		
2	12.a.	Demonstrate how neuroimaging techniques (like fMRI) are used in diagnosing neurological disorders.	K2	CO2
	(OR)			
	12.b.	Describe the role of the cerebral cortex in human behavior.		
3	13.a.	Explain with examples how olfactory perception can trigger emotional memories.	K3	CO3
	(OR)			
	13.b.	Identify two examples to explain perceptual illusions.		
4	14.a.	Analyse the effectiveness of different memory improvement strategies based on psychological theory.	K4	CO4
	(OR)			
	14.b.	Compare the cognitive processes involved in short-term memory and long-term memory.		
5	15.a.	Identify the relevance of neuroethics. in brain enhancement technologies.	K3	CO5
	(OR)			
	15.b.	Analyze how teacher-student interactions influence academic performance from a psychological perspective.		

**SECTION -C (30 Marks)**Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	What are the strengths and limitations of different research methods used in psychology?	K1	CO1
2	17	Relate genetics and environment in shaping behavior.	K2	CO2
3	18	Compare bottom-up and top-down processing in perception with suitable examples.	K5	CO3
4	19	Examine the cognitive and biological factors that influence forgetting.	K4	CO4
5	20	List the contributions of psychology to human-machine interaction.	K4	CO5

Z-Z-Z END