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Question 28

In classical conditioning, extinction is

- A. the gradual decrease in the strength or rate of an unconditioned stimulus when the conditioned stimulus is no longer presented.
- B. the gradual decrease in the strength or rate of a conditioned stimulus when the unconditioned stimulus is no longer presented.
- C. the gradual decrease in the strength or rate of a conditioned response when the unconditioned stimulus is no longer presented.
- D. the gradual decrease in the strength or rate of a conditioned response when the conditioned stimulus is no longer presented.

Question 29

In classical conditioning, spontaneous recovery is

- A. the reappearance of a conditioned response when the unconditioned stimulus is presented after apparent extinction.
- B. the reappearance of an unconditioned response when the unconditioned stimulus is presented after apparent extinction.
- C. the reappearance of a conditioned stimulus when the unconditioned stimulus is presented after apparent extinction.
- D. the reappearance of a conditioned response when the conditioned stimulus is presented after apparent extinction.

Question 30

In aversion therapy, when a nausea-inducing drug is paired with alcohol to create an aversion to alcohol, the drug is the

- A. conditioned stimulus.
- B. unconditioned stimulus.
- C. conditioned response.
- D. unconditioned response.

Question 31

The main limitation of aversion therapy is that

- A. stimulus discrimination always occurs making it necessary to replicate the exact conditions under which learning took place if the aversion is to occur.
- B. stimulus generalisation never occurs, meaning that the person has an aversion to all similar substances to that which was used in the learning situation.
- C. the aversion will always generalise to situations similar to that in which the learning took place.
- D. the aversion often does not generalise to situations other than those under which learning took place.

Question 32

Classical conditioning is applied in advertising when

- A. a product is repeatedly paired with an image or stimulus that promotes a positive reaction in the consumer.
- B. a product is paired once with an image or stimulus that promotes a positive reaction in the consumer.
- C. use of a product is shown to have a positive consequence for the consumer.
- D. use of a product is shown to help a consumer avoid a negative consequence of a behaviour.

Question 5a: 2 marks

$p < 0.05$ means that a test of significance found that there is a real or statistically significant difference between the mean scores of group, and that there is a probability that the result is 95% more likely to be due to the manipulation of the independent variable than due to chance.

Mark allocation

- 1 mark for the statement of a real or statistically significant difference between the scores.
- 1 mark for the statement that the probability of the result being due to the manipulation of the independent variable and not due to chance is greater than 95%. (It is not sufficient to simply say 'due to the IV' – you must state that this is also not due to chance.)

Question 5b: 2 marks

That the results of the study are statistically significant, that the teaching method used for Group 2 was more effective and that this result could be generalised to the wider population from which the sample was drawn.

Mark allocation

- 1 mark for stating that the result is statistically significant.
- 1 mark for stating that the result can be generalised to the wider population.

Question 6: 1 mark

Possible answers include:

Voluntary participation, informed consent, no deception, debriefing, no lasting harm, withdrawal rights.

Mark allocation

- 1 mark for identifying a correct ethical principle.

**PRACTICE EXAM 2 / SECTION A
MULTIPLE-CHOICE QUESTIONS**

AREA OF STUDY 1 / MEMORY

Question 1: B

- **B is correct** as the sensory information entering STM needs to be encoded so that it can be stored. Retrieval involves bringing stored information from long-term memory into short-term memory for use, and this would be necessary if Kristina was to test herself on her retention of previously stored information.
- A is incorrect because storage is the second stage of the process which occurs after encoding has taken place.
- C is incorrect as storage of the information would occur in the second phase, and as previously noted, retrieval is correct.
- D is incorrect because storage is the process of retaining information in memory, while retrieval involves transferring information back into short-term memory for use.

Question 2: C

- **C is correct** because we are able to hold an unlimited amount of information in sensory memory for a very short time.
- A is incorrect because this refers to duration not capacity.
- B is incorrect because this describes the capacity of short term memory.
- D is incorrect because when we attend to sensory information we have begun to process it in STM.

Question 3: A

- **A is correct** because the clue acts as a retrieval cue therefore Melissa is using cued recall to complete the crossword. When completing the word search Melissa is likely to use the clue to recall the word, and then confirm this by locating the word in the puzzle using recognition.
- B is incorrect because relearning involves revising information previously learned.
- C is incorrect because recognition is used in the wordsearch while recall is used in the cross-word. The responses are in the wrong order.
- D is incorrect because relearning is not used in the activities described.

Question 4: D

- **D is correct** as iconic memory holds information for approximately 0.3 of a second.
- A and B are incorrect because these amounts of time are too high.
- C is incorrect because three seconds is the duration of echoic memory.

Question 5: C

- **C is correct** because each of the senses have specific sensory registers that detect sensory information that is processed in sensory memory.
- A is incorrect because only that information that is attended to is transferred to STM.
- B is incorrect because information is not manipulated in sensory memory. This takes place in STM.
- D is incorrect because sensory memory has unlimited capacity. STM has the capacity of seven, plus or minus two bits of information.

Question 6: A

- **A is correct** as chunking is the process of taking several bits of information and combining them into one large bit, thus increasing the amount of information that STM can hold.
- B is incorrect because elaborative rehearsal is used to aid in the storage of information in LTM. It is related to duration not capacity.
- C is incorrect as maintenance rehearsal is also related to duration. It is a means of retaining information in STM for longer.
- D is incorrect as both B & C are incorrect.

Question 7: A

- **A is correct** as the consolidation process involves gradual change to the neurons in the brain and this physical change takes around thirty minutes to consolidate the memory in LTM.
- B is incorrect because the process does not occur in an instant, it is gradual.
- C is incorrect as the consolidation process is vulnerable to disruption in the first thirty minutes after learning has taken place.
- D is incorrect. See the explanation for C.

Question 8: C

- **C is correct** because the mental manipulation of information from short-term and long-term memory takes place through the cognitive activity of the central executive. Planning, making decisions or thinking through possible alternatives involves the central executive.
- A is incorrect because the phonological loop (verbal working memory) is the sub-system of working memory that holds