



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)
University Examinations for 2015/2016 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF SOCIAL SCIENCES

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS

APS 301: HUMAN LEARNING

DATE: 1/8/2016

TIME: 8:30 – 10:30 AM

INSTRUCTIONS.

Answer Question One and any other TWO questions.

1.
 - a) Define the following terms as used in learning.
 - i. Learning (2 marks)
 - ii. Memory (2 marks)
 - iii. Attention (2 marks)
 - b) Explain the meaning of the following types of learning and give two examples of each.
 - i. Cognitive learning (4 marks)
 - ii. Psychomotor learning (4 marks)
 - iii. Affective learning (4 marks)
 - c) Differentiate between positive and negative reinforcement. (6 marks)
 - d) Explain the importance of memory. (6 marks)
2.
 - a) Describe three types of memory. (10 marks)
 - b) Explain factors that influence memory (10 marks)

3. Discuss five factors that affect learning. (20 marks)
4. a) Explain why forgetting occurs using the disuse theory. (10 marks)
b) Describe two types of interferences that cause forgetting. (10 marks)
5. Discuss the following types of learning
- a) Classical conditioning (4 marks)
- b) Operant conditioning (4 marks)
- c) Social learning theory (4 marks)
- d) Insightful learning (4 marks)
- e) Information processing system (4 marks)