



MACHAKOS UNIVERSITY

University Examinations 2016/2017

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF SOCIAL SCIENCES

THIRD YEAR FIRST SEMESTER EXAMINATION FOR BACHELOR OF ARTS

APS 301: HUMAN LEARNING

DATE: 25/7/2017

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

- 1
 - a) Define the term learning. (2 marks)
 - b) Discuss Five characteristics of facilitative theory of learning. (10 marks)
 - c) Using relevant examples, discuss Four effects of modelling in observational learning (8 marks)
 - d) Discuss Five ways one can improve memory as a student. (10 marks)
2. Using relevant examples, describe the following processes of classical conditioning
 - i) Acquisition
 - ii) Extinction
 - iii) Spontaneous recovery
 - iv) Stimulus generalization
3.
 - a) Differentiate between
 - i) Positive reinforcement
 - ii) Negative reinforcement
 - iii) Punishment (6 marks)
 - b) Discuss three side effects of punishment on students (6 marks)
 - c)
 - i) Explain the term encoding in human memory. (2 marks)
 - ii) Discuss three ways that can be used to enrich encoding (6 marks)

4. a) People tend to forget information that should otherwise be readily available in their memory. Give Five reasons why people forget. (10 marks)
- b) Using a simple tree diagram, discuss the various schedules of reinforcement and their effect on learners' behaviour. (10 marks)
5. a) Bandura identified four key processes that are crucial in observational learning. Describe the processes using relevant examples. (8 marks)
- b) Explain how an individual can achieve self-control through conditioning. (12 marks)