Assessment 04

Due on 2020-03-26, 23:59 IST.

The due date for submitting this assignment has passed. As per our records you have submitted this assignment.

All Questions are Cumulative, Marks [1 x 10]

1. The color is said to be characterized by all of the following EXCEPT
   - hue
   - intensity
   - luminance
   - saturation
   1 point
   Accepted Answers:
   - saturation (Correct)
   - hue (Correct)
   - intensity (Correct)
   - luminance (Correct)

2. Encoding occurs when
   - information is transferred to another form that other cognitive processes can use
   - information is stored over a period of time
   - information is recalled from storage
   1 point
   Accepted Answers:
   - information is transferred to another form that other cognitive processes can use

3. Information in a habit is forgotten, for 30 to 30 seconds
   - sensory memory
   - short-term memory
   - long-term memory
   - secondary memory
   1 point
   Accepted Answers:
   - sensory memory

4. Information such as the name of the person who sat in front of you in the 5th grade is stored in
   - sensory memory
   - short-term memory
   - long-term memory
   - working memory
   - long-term memory
   1 point
   Accepted Answers:
   - long-term memory

5. Information is stored in icon memory for
   - less than 1 second
   - 5-10 seconds
   - about 10 seconds
   - up to 1 year
   1 point
   Accepted Answers:
   - 5-10 seconds

6. Information in short-term memory is assumed to be coded primarily by
   - sound
   - meaning
   - visual appearance
   - both sound and meaning
   1 point
   Accepted Answers:
   - both sound and meaning

7. Retrieval involves
   - the activation of the sensory
   - the transmission of information into a form that can be stored
   - the storage of information over time
   - the calling to mind of previously stored information
   1 point
   Accepted Answers:
   - the storage of information over time

8. When information is first translated into a form that other cognitive processes can use, we say that ______ has occurred
   - retrieval
   - storage
   - encoding
   - storage
   1 point
   Accepted Answers:
   - encoding

9. When we cannot retrieve information from memory, we say that ______ has occurred
   - forgetting
   - memory trace
   - sensory decay
   - encoding failure
   1 point
   Accepted Answers:
   - forgetting

10. Words from the beginning of a list are more likely to be recalled than words from the middle of the list. This phenomenon is known as the ______ effect.
    - serial position
    - recency
    - primacy
    - organization
    1 point
    Accepted Answers:
    - serial position

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