



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF SOCIAL SCIENCES

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF ARTS

APS 301: HUMAN LEARNING

DATE: 11/12/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS: Answer QUESTION ONE and any other TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define the term memory (2 marks)
- b) Discuss the effects of modelling in observational learning (8 marks)
- c) i Describe the basic process of classical conditioning (10 marks)
ii Discuss the reasons why people forget in human learning (10 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the principles of Cognitive learning (10 marks)
- b) Evaluate the three main stages in the formation and retrieval of memory (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain the following reinforcers as used in human learning (10 marks)
 - i. Delayed reinforcement
 - ii. Conditioned reinforcement
 - iii. Primary reinforcers
 - iv. Secondary reinforcers
 - v. Positive reinforcement
- b) Discuss Operant conditioning and its importance in learning (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss the facilitation theory of learning (10 marks)
- b) Differentiate between skill memory and fact memory (10 marks)

QUESTION FIVE (20 MARKS)

- a) Evaluate Motivated forgetting as a theory in human learning. (10 marks)
- b) Behavior can be learned and unlearned". Discuss (10 marks)