MULTIPLE CHOICE QUESTIONS

1. Learning may be defined as a ______ change in behavior that occurs as the result of experience.
   a) Relatively permanent  
   b) Sensitization  
   c) Fixed  
   d) Continuous

2. Habituation involves learning about a _____.
   a) Multiple stimuli  
   b) Single response  
   c) Single stimulus  
   d) Multiple response

3. Which is correct about sensitization?
   a) It is a type of non-associative learning.  
   b) There is increase in a behavioral response.  
   c) It typically occurs when noxious or fearful stimuli are presented.  
   d) All of the above

4. If the UCS is subsequently omitted, the CR will experience
   a) Reinforcement  
   b) Extinction  
   c) Learning  
   d) Association

5. It reflects the preservation of the original CS-UCS association after extinction training.
   a) Reinforcement  
   b) Spontaneous recovery  
   c) Generalization  
   d) Discrimination

6. The best description for UCS is..
   a) A stimulus that automatically elicits a response  
   b) A previously neutral stimulus that comes to elicit a conditioned response  
   c) Produced by association  
   d) Influenced by the intensity of learned response

7. In Pavlov’s experiment, ____ is considered an unconditioned response.
   a) Meat powder  
   b) Sleeping  
   c) Food  
   d) Salivation

8. It is a change in the electrical activity of the skin that occurs during emotional stress.
   a) GSR  
   b) UCR  
   c) UCS  
   d) CRT

9. Generalization is a reaction to _____.
   a) Pairing  
   b) Similarities  
   c) Differences  
   d) Association

10. Excitatory conditioning is..
    a) It is an ability of a CS to decrease the probability or magnitude of a given behavior.  
    b) It is an inability of a CS to increase the probability or magnitude of a given behavior.  
    c) It is an ability of a CS to increase the probability or magnitude of a given behavior.  
    d) It is an inability of a CS to decrease the probability or magnitude of a given behavior.

11. For classical conditioning, which of the following statement is true?
    a) The CS must be a reliable predictor of the UCS  
    b) There must be a higher probability that the UCS will occur when the CS has been presented than when it has not  
    c) Both statement are correct
d) Neither of the two statements is correct

12. The child may expect playfulness only from dogs that look like hers. This refers to.
   a) Association  c) Generalization
   b) Discrimination  d) Extinction

13. If the doctor always tells a child that “it won’t hurt, when in fact it sometimes does, the child has no
danger or safety signals and may become terribly anxious whenever in the doctor’s office. This implies.
   a) Learning can be fearful  d) Predictability is also important for
   b) Children do not respond to motivation  emotional reactions
   c) Doctors are ineffective motivators

14. Punishment is the _____ of reinforcement.
   a) Opposite  c) Basis
   b) Principle  d) Equivalent

15. Skinner box is also known as.
   a) Simple latch  c) Omission training
   b) Operant chamber  d) Black box

16. A hungry cat is placed in a cage whose door is held fast by a simple latch and a piece of fish is placed
   just outside the cage. If the cat has learned to open the latch to obtain food and repeats that behavior, it
   is known as ________________.
   a) Law of effect  c) Reinforcement
   b) Stimulus aversion  d) Habitation

17. The likelihood that you bring your date chocolate on Valentine’s Day will decrease if he or she gets
   mad at you for offering the caloric gift. This shows.
   a) Baseline level  c) Restructuring
   b) Omission training  d) Change stimulus

18. If leaving your apartment removes you from an unpleasant environment, then the time you spend
   away from your apartment will increase referring to.
   a) Positive reinforcement  c) Positive punishment
   b) Negative reinforcement  d) Negative punishment

19. When the dog is trained to catch a ball, you can give the animal a food reinforcer each time it
   approaches the ball until finally the dog mouths and grabs the ball referring to.
   a) Sensitization  c) Shaping
   b) Omission training  d) Extinction

20. Reinforcement is provided after a fixed number of responses.
   a) Fixed ratio  c) Fixed interval
   b) Variable ratio  d) Variable interval

21. Non-reflexive, voluntary behaviors are associated with ____________ conditioning.
   a) Operant  c) Insight
   b) Classical  d) Social

22. Responding decreases with the elimination of reinforcing consequences during the extinction process
   of ________________ conditioning.
   a) Operant  c) Insight
   b) Classical  d) Social

23. In ____________ conditioning, the conditioned responses are active behaviors that operate on the
   environment.
   a) Operant  c) Insight
   b) Classical  d) Social
24. In ______________ conditioning, the basis of learning is the association of two stimuli, the conditioned stimulus and the unconditioned stimulus.
   a) Operant  
   b) Classical  
   c) Insight  
   d) Social  

25. The expectation that the conditioned response reliably predicts the unconditioned stimulus characterizes the cognitive aspect of _______________ conditioning.
   a) Operant  
   b) Classical  
   c) Insight  
   d) Social  

26. The behavior is emitted by the organism in _____________ conditioning.
   a) Operant  
   b) Classical  
   c) Insight  
   d) Social  

27. Conditions physiological and emotional responses.
   a) Operant  
   b) Classical  
   c) Insight  
   d) Social  

28. In ______________ conditioning, the performance of the behavior is influenced by the expectation of reinforcement or punishment.
   a) Operant  
   b) Classical  
   c) Insight  
   d) Social  

29. In ______________ conditioning, the basis of learning is the process of associating a response and the consequence that follows it.
   a) Operant  
   b) Classical  
   c) Insight  
   d) Social  

30. Reflexive, involuntary behaviors are associated with _______________ conditioning.
   a) Operant  
   b) Classical  
   c) Insight  
   d) Social  

31. In _____________ conditioning, the extinction process is the decreasing of the conditioned response when the conditioned stimulus is repeatedly presented alone.
   a) Operant  
   b) Classical  
   c) Insight  
   d) Social  

32. The evolutionary influence of _______________ conditioning is that innate predispositions influence how easily an association is formed between a particular stimulus and response.
   a) Operant  
   b) Classical  
   c) Insight  
   d) Social  

33. The evolutionary influence in ______________ conditioning is that behaviors similar to natural or instinctive behaviors are more readily conditioned.
   a) Operant  
   b) Classical  
   c) Insight  
   d) Social  

34. Behavior is elicited by a stimulus in _______________ conditioning.
   a) Operant  
   b) Classical  
   c) Insight  
   d) Social  

35. Who was classical conditioning developed by?
   a) Hull  
   b) Thorndike
c) Skinner  d) Pavlov

36. Operant conditioning...
   a) Uses 'paired stimuli' to make products and/or services more desirable
   b) Uses positive and negative reinforcement to change attitudes and behaviour
   c) Measures attitudes towards a certain subject
   d) Changes beliefs

37. Operant conditioning forms an association between a behavior and a consequence. The consequences are:
   a) Something Good can start or be presented; Something Good can end or be taken away
   b) Something Bad can start or be presented; Something Bad can end or be taken away.
   c) Constant reinforcement
   d) Both a & b

38. In Pavlov’s Dog’s, which of these is the conditioned stimuli?
   a) Bell
   b) Food
   c) Saliva
   d) Attendant

39. Classical conditioning can be applied within marketing. For example Coke’s polar bear ad campaign. The bears (US) generate positive feelings (UR), and Coke (CS) is associated with the positive feelings that have then become the ___
   a) CR
   b) US
   c) UR
   d) CS

40. Businesses can use operant conditioning to continuously reward consumers for patronage via:
   a) Reward cards
   b) Constant low prices
   c) Special competitions
   d) Both a & b

41. Which one is not an intermittent reinforcement?
   a) One off’s
   b) Sales promotions
   c) Special competitions
   d) Constant low prices

42. Operant conditioning:
   a) Reinforcement
   b) Drive
   c) Cue
   d) Response

43. Which theorists originated the Insight learning theory and Social learning theory
   a) Bandura and Hull
   b) Kohler and Bandura
   c) Hull and Guthrie
   d) Thorndike and Kohler

44. Which theory advocates mentoring, apprenticeship, or on the job training, and internships?
   a) Conditions of learning theory
   b) Theory of Social Cognitive Development
   c) Social Learning Theory
   d) Insight Learning

45. Which of the following assumptions are incorrect, according to Social-Cognitive theorists?
   a) People can learn through observing others.
   b) Learning doesn’t always result in an immediate change.
   c) People set goals for themselves and strive to achieve their goals.
   d) People will learn something only if reinforcing or punishing consequences follow their behavior.
   e) As people develop, they begin to take control of their behavior.

46. What kind of reinforcement should you use if you want a response to last without reinforcement long after it’s been learned through operant conditioning?
   a) Continuous
   c) Either A and B
   b) Intermittent
   d) Neither A nor B

47. What is the tendency to respond to a new stimulus as if it’s the original conditioned stimulus?
   a. Stimulus discrimination
   b. Stimulus generalization
48. A student sometimes got A’s on his midterm exams last year when he used his green pen to write the exams. Now he always takes his lucky green pens to exams. How did the student’s superstitious behavior arise?
   a. Observational learning  
   b. Classical conditioning  
   c. Operant conditioning  
   d. None of the above  

49. A scalloped response pattern, in which responses are slow at the beginning of a time period and then faster just before reinforcement happens, is typical of which type of reinforcement schedule?
   a. Fixed ratio  
   b. Variable ratio  
   c. Fixed interval  
   d. Variable interval  

50. What is the procedure called in which reinforcement is used to guide a response closer and closer to a desired response?
   a) Stimulus discrimination  
   b) Stimulus generalization  
   c) Spontaneous recovery  
   d) Shaping  

51. Classical conditioning usually works best if which of the following occurs?
   a) The conditioned stimulus (CS) is presented just after the unconditioned stimulus (UCS)  
   b) The CS is presented just before the UCS  
   c) The CS is presented many hours after the UCS  
   d) All of the above are equally effective  

52. Which of the following terms means the tendency for conditioning to be limited by natural instincts?
   a) Instinctive drift  
   b) Innate conditioning  
   c) Natural learning  
   d) Classical conditioning  

53. With respect to taste aversion, which of the following is true?
   a. If taste is paired with other unconditioned stimuli, conditioning doesn’t occur  
   b. Nausea paired with most other conditioned stimuli doesn’t produce aversion to those stimuli  
   c. The pairing of taste and nausea produces conditioning even when there is a delay of several hours between the conditioned stimulus of the taste and the unconditioned stimulus of nausea  
   d. All of the above  

54. In operant conditioning, what is the tendency for a response to happen only when a particular stimulus is present?
   a. Stimulus generalization  
   b. Shaping  
   c. Response acquisition  
   d. Stimulus discrimination  

55. Students get a grade for a quiz that’s given once a week. What is this an example of?
   a) Fixed-ratio reinforcement schedule  
   b) Variable-ratio reinforcement schedule  
   c) Fixed-interval reinforcement schedule  
   d) Variable-interval reinforcement schedule  

56. Which learning theory says that a set stimulus, over a period of time, will produce the same response every time?
   a) Classical conditioning  
   b) Insight learning  
   c) Drive motive  
   d) Operant conditioning  

57. What are the three laws of Thorndike’s law?
   a) Law of exercise  
   b) Law of effect  
   c) Law of readiness  
   d) a, b & c  

58. Which of the following is/are part of the definition of learning?
   a) Change in behaviour  
   b) relatively permanent  
   c) brought about by experience  
   d) all of the above
59. Pavlov's initial interest in classical conditioning was stimulated when he observed his research dogs salivating at the sight of
   a) Food                c) the saliva
   b) the attendants      d) the food dish

60. In classical conditioning, an unlearned, inborn reaction to an unconditioned stimulus is a(n)
   a) Unconditioned stimulus    c) Conditioned stimulus
   b) Unconditioned response    d) Conditioned response

61. In Pavlov's classic experiment, meat powder was the
   a) Unconditioned stimulus    c) Conditioned stimulus
   b) Unconditioned response    d) Conditioned response

62. Classical conditioning apparently plays a role in the development of
   a) Resistance to disease    c) sexual arousal
   b) allergic reactions       d) all of the above

63. Irrational fears that are thought to be caused by classical conditioning are called
   a) Psychosomatic illness    c) Phobias
   b) avoidance behaviour      d) Stimulus discrimination

64. Learning that results from the consequences of behaviours called
   a) Extinguished conditioning c) Classical conditioning
   b) Operant conditioning     d) Positive conditioning

65. If positive reinforcement is not given within a short time following the response, learning will proceed slowly. This phenomenon is called
   a) Delay of reinforcement c) Conditioned response
   b) Extinction             d) Consistency

66. Jill was trying to operantly condition her dog to roll over. Each time her dog rolled over she immediately said "good dog." However, the dog did not roll over on command. Which of the following may best explain why?
   a) Jill used inconsistent reinforcement
   b) The CS did not match the CR
   c) Jill should have delayed reinforcement
   d) Saying "good dog" was not reinforcing to her dog

67. Reinforcers that are innately reinforcing, such as food, water, and warmth are called
   a) Primary reinforcers
   b) Secondary reinforcers
   c) Extinguished reinforcers
   d) Superstitious reinforcers

68. If a child is rewarded for appropriate behavior every 15 minutes, what type of schedule is being used?
   a) Fixed ratio
   b) Variable ratio
   c) Fixed interval
   d) Variable interval

69. Salespeople who are paid exclusively by commission are reinforced on which type of schedule?
   a) Fixed ratio
   b) Fixed interval
   c) Variable ratio
   d) Variable interval

70. If you wanted to teach a chicken to "play" the piano, you should
   a) Wait for a musically inclined chicken to show up
   b) Extinguish piano-playing behavior
   c) Use shaping
   d) Use negative reinforcement

71. Behavior that is reinforced because it causes a negative event to stop is called
   a) Shaping
   b) Punishment
   c) Escape conditioning
   d) Avoidance conditioning

72. Both escape conditioning and avoidance conditioning are forms of
73. Which of the following is suggested as a guideline for the use of punishment?
   a) Do not use physical punishment
   b) Do not give punishment mixed with rewards
   c) Make it clear to the individual which behavior is being punished
   d) All of the above

74. If the consequence of a behavior is negative and the frequency of that behavior decreases, the behavior has been
   a) positively reinforced
   b) negatively reinforced
   c) disinhibited
   d) punished

75. Which of the following is correct?
   a) Classical conditioning usually involves reflexive behavior, while operant conditioning usually involves more complicated, spontaneous behavior.
   b) Classical conditioning usually involves more complicated, spontaneous behavior, while operant conditioning involves reflexive behavior.
   c) In classical conditioning, the reinforcement is contingent on the behavior of the learner.
   d) In operant conditioning the UCS and CS occur independently of the learner's behavior.

76. John loves to receive mail. Over the years, he has learned to tell the difference between the sound of the mail truck and the other cars and trucks that pass his house. What process is at work here?
   a) stimulus discrimination
   b) stimulus generalization
   c) extinction
   d) negative reinforcement

77. After Little Albert was conditioned to fear a white rat, he also displayed fear responses to a white rabbit and a white coat. This is an example of
   a) stimulus generalization
   b) stimulus discrimination
   c) variable interval reinforcement
   d) superstitious behavior

78. An intense internal force that motivates behavior is known as a(n)
   a) incentive
   b) drive
   c) reinforcement
   d) reward

79. What, according to Hull, is reinforcing?
   a) drive reduction
   b) drive induction
   c) incentive reduction
   d) incentive deduction

80. If drive motivation is based on deprivation, incentive motivation is based on
   a) drive reduction
   b) habit strength
   c) inhibition
   d) reward value

81. Environmental stimuli can acquire the ability to produce an internal drive state. Hull called these
   a) environmental drives
   b) acquired drives
   c) conditioned drives
   d) unconditioned drives

82. Habit strength increases based on
   a) incentive induction
   b) drive reduction
   c) inhibition induction
   d) behavioral induction

83. When a response continues to fail to produce drive reduction, it is permanently suppressed via
   a) reactive inhibition
   b) latent inhibition
   c) conditioned inhibition
   d) higher order inhibition

84. Crespi's findings regarding the effect of reward magnitude on running speed forced Hull to propose that
   a) reward magnitude directly influences motivation
   b) reward magnitude has no effect on motivation
   c) shifts in reward result in forgetting
85. According to Amsel, the extinction of an instrumental response is due to
   a) Anger                       c) Repression
   b) Frustration                 d) Anxiety
86. In Mowrer’s two-factor theory of avoidance learning, the two factors are
   a) vicarious learning and classical conditioning
   b) instrumental conditioning and operant conditioning
   c) classical conditioning and Pavlovian conditioning
   d) classical conditioning and instrumental (or operant) conditioning
87. Guthrie believed that all learning is
   a) S-R associations reinforced by drive reduction
   b) S-R associations based on contiguity
   c) S-S associations based on reinforcement
   d) S-S associations based on contiguity
88. Which traditional theorist believed that behavior involves purpose, goals, and expectations?
   a) Tolman
   b) Hull
   c) Thorndike
   d) Skinner
89. Spence’s anticipatory goal concept is comparable to Tolman’s
   a) Cathexis
   b) cognitive map
   c) equivalence belief principle
   d) law of effect
90. Which traditional learning theorist believed that the use of hypothetical constructs does not contribute to our understanding of behavior?
   a) Hull
   b) Skinner
   c) Tolman
   d) Rotter
91. Guthrie rejected Thorndike's
   a) law of exercise
   b) law of readiness
   c) law of equivalence
   d) law of effect
92. According to Tolman, reward is not required for learning but is required for
   a) Extinction
   b) Performance
   c) Memory
   d) Direction
93. Instrumental aversive conditioning involves
   a) escape training
   b) punishment training
   c) avoidance training
   d) all of the above
94. Once exposed to an aversive situation, learning a response that removes the aversive situation involves
   a) avoidance learning
   b) escape learning
   c) stimulus discrimination
   d) response generalization
95. According to Skinner, a reinforcer is any event that
   a) increases a behavior
   b) decreases a behavior
   c) makes a person happy
   d) is satisfying
96. Skinner defines an operant behavior as that which is
   a) elicited by environmental stimuli
   b) a result of S-R associations
   c) emitted by the organism
   d) unlearned
97. Whenever Kendra's dog whines at the door to go out she says "good dog" and pets the dog. The word "good" becomes a secondary reinforcer through the process of
   a) classical conditioning
   b) operant conditioning
   c) instrumental conditioning
   d) vicarious conditioning
98. You are expecting an important letter in the mail. As the regular delivery time approaches, you glance more and more frequently out the window, searching for the mail carrier. This behavior is typical of which schedule of reinforcement?
   a) Fixed Ratio
   b) Fixed Interval
   c) Differential Reinforcement for Other response
   d) Variable Ratio

99. To teach a complex behavior, one should use
   a) Shaping
   b) classical conditioning
   c) punishment
   d) contingency management

100. Kohler's research with Sultan supports which theoretical view of learning?
    a) insight learning
    b) latent learning
    c) place learning
    d) modeling

ANSWER KEY

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