

CHAPTER-6 | Human Memory

QUIZ
PART-01

1. Which option best captures the three core processes of memory?

- A. Attention, perception, learning
- B. Encoding, storage, retrieval
- C. Sensation, motivation, recall
- D. Registration, rehearsal, extinction (B)

Explanation: Memory involves receiving and transforming information (encoding), maintaining it over time (storage), and accessing it when needed (retrieval).

2. The information-processing approach compares the mind to which system?

- A. A telescope
- B. A pulley system
- C. A computer
- D. A printing press (C)

Explanation: The approach likens how information is received, processed, stored, and retrieved in the mind to the operations of a computer system.

3. Which set lists the stages in the Stage Model of memory?

- A. Iconic, echoic, semantic
- B. Sensory memory, short-term memory, long-term memory
- C. Registration, recognition, recall
- D. Attention, rehearsal, retrieval (B)

Explanation: The Stage Model (Atkinson and Shiffrin, 1968) proposes three stages: Sensory Memory (SM), Short-Term Memory (STM), and Long-Term Memory (LTM).

4. Which statement about sensory memory is most accurate?

- A. It has a small capacity and lasts several minutes.
- B. It has a large capacity but very brief duration.
- C. It stores information permanently.
- D. It holds 7 ± 2 items for 20–30 seconds. (B)

Explanation: Sensory memory registers incoming information with a very large capacity but lasts only fractions of a second up to about 2 seconds.

5. Iconic memory and echoic memory primarily differ in what way?

- A. Type of content: skills vs. facts
- B. Duration: iconic ~0.5 s; echoic ~2–4 s
- C. Capacity: iconic unlimited; echoic limited
- D. Awareness: iconic conscious; echoic unconscious (B)

Explanation: Iconic memory is visual and lasts about 0.5 seconds, whereas echoic memory is auditory and lasts roughly 2–4 seconds.

6. Short-term memory is also commonly referred to as:

- A. Episodic memory
- B. Working memory
- C. Semantic memory
- D. Procedural memory (B)

Explanation: STM is also called working memory and temporarily holds information that is being actively used.

7. Which option correctly states typical limits of short-term memory?

- A. Unlimited capacity; lifelong duration
- B. 7 ± 2 items; 20–30 seconds without rehearsal
- C. 3–4 items; 2–4 seconds
- D. 12 ± 3 items; 5 minutes (B)

Explanation: STM has a limited capacity of about 5–9 items (7 ± 2) and lasts around 20–30 seconds unless information is rehearsed.

8. Which strategy can effectively increase the amount of information held in short-term memory?

- A. Extinction
- B. Chunking
- C. Sublimation
- D. Habituation (B)

Explanation: Grouping items into meaningful chunks expands the functional capacity of STM.

9. Which example best illustrates the difference between episodic and semantic memory?

- A. Remembering how to ride a bicycle vs. solving a puzzle
- B. Recalling your first day of school vs. naming the capital of India
- C. Counting backward vs. mental addition
- D. Hearing a tone vs. seeing a light (B)

Explanation: Episodic memory concerns personal experiences (first day of school), while semantic memory is general knowledge (capital of India).

10. What key conclusion comes from the case of KF (Shallice & Warrington, 1970)?

- A. LTM must pass through STM to form
- B. STM and LTM are a single unified store
- C. STM can be selectively impaired while LTM remains intact
- D. LTM impairment always precedes STM loss (C)

Explanation: KF had severely impaired STM (could recall only 1–2 digits) but intact LTM, indicating separable systems and hinting at multiple STM types (e.g., verbal vs. visual).