Multiple Choice

Identify the letter of the choice that best completes the statement or answers the question.

___ 1. Focusing awareness on a narrowed range of stimuli or events defines
   a. perception
   b. processing
   c. attention
   d. sensation

___ 2. Which theory suggests that memory is enhanced by forming both semantic and visual codes?
   a. encoding-storage theory
   b. information-processing theory
   c. enhanced imagery theory
   d. dual-coding theory

___ 3. The approach to encoding that involves deciding how or whether information is personally relevant is
   a. deep processing encoding
   b. semantic encoding
   c. self-referent encoding
   d. dual-code incoding

___ 4. Which of the following statements concerning short-term memory is false?
   a. short-term memory is also referred to as working memory
   b. the storage capacity of short-term memory is approximately seven items
   c. unrehearsed information is usually maintained in short-term memory for approximately five minutes
   d. information in short-term memory is usually stored according to sounds

___ 5. Rehearsal is most beneficial for maintaining information in ____ memory.
   a. sensory
   b. short-term
   c. intermediate-term
   d. long-term

___ 6. An organized cluster of knowledge about a particular object or event that is abstracted from previous experience with the object or event is a
   a. stereotype
   b. semantic network
   c. schema
   d. retrieval cue

___ 7. People often find that they can remember events more easily when in the same place as they were when they first experienced the event. This is because of the influence of ____ on ____.
   a. context: encoding
   b. context: retrieval
   c. imagery: retrieval
   d. imagery: encoding

___ 8. The “tip of the tongue” phenomenon refers to
   a. saying something before you've had a chance to think about it
   b. dreamlike material that you recall during alpha-wave presleep
   c. a mnemonic device to help you store information in long-term memory
   d. feeling like you know something but are unable to recall it
9. The measure of retention that requires individuals to reproduce information on their own without any cues is
   a. recitation
   b. recognition
   c. recall
   d. relearning

10. The recognition measure of retention requires an individual
   a. to reproduce information on her own without any cues
   b. to select previously learned information from an array of options
   c. to predict how well she will perform on a later memory test
   d. to memorize information a second time to determine how much time or effort is saved

11. If forgetting occurs because newly learned information impairs the memory of previously learned information
    it is referred to as
   a. retroactive interference
   b. proactive interference
   c. negative interference
   d. positive interference

12. Alan took three years of French in high school before switching to studying German in college. He has noticed that he has forgotten a lot of his French vocabulary. His forgetting of French is most likely the result of
   a. decay
   b. motivated forgetting
   c. proactive interference
   d. retroactive interference

13. A person who has a head injury, and as a result loses his memory of events that happened before the injury, has
   a. partial amnesia
   b. retrograde amnesia
   c. anterograde amnesia
   d. complete amnesia

14. Your memory of general knowledge or facts that is not tied to or associated with memories for when you first learned the fact is contained in the
   a. procedural memory
   b. episodic memory
   c. semantic memory
   d. nondeclarative memory

15. Overlearning, or the continued rehearsal of material after you have first mastered it, is
   a. also referred to as massed practice
   b. also referred to as distributed practice
   c. an ineffective technique to improve retention
   d. an effective technique to improve retention

16. Children often have difficulty remembering the letters in the middle of the alphabet because of
   a. overlearning of the first letters in the alphabet
   b. distributed practice
   c. the serial-position effect
   d. the use of mnemonic devices

17. While at a yard sale, you and your roommate find a great old sofa. As you are trying to decide if it will fit in your dorm room if you rearrange the beds, dressers, and desks, you would be using the visuospatial sketchpad component of working memory.
   a. visuospatial sketchpad
b. semantic buffer
c. executive control system
d. phonological rehearsal loop

18. While driving with her two young children Kathy's car broke down. She called her husband on her cell phone and he told her the phone number of a towing company to call. If the children's behavior prevents her from repeating the phone number to herself, most likely Kathy will need to dial the phone number within the next _____ or she will forget the number.
   a. minute
   b. 45 seconds
   c. 20 seconds
   d. 2 seconds

19. The storage capacity of short-term memory is approximately ____ items.
   a. 4
   b. 7
   c. 10
   d. 12

20. The storage capacity of short-term memory can be increased by combining items in larger units called
   a. categories
   b. words
   c. groups
   d. chunks

21. Research by Loftus on eyewitness testimony indicates that what people recall of an accident or crime scene
   a. is so vivid that it is subject to very little memory error
   b. can be influenced by the types of questions they are asked
   c. can be significantly improved by the use of hypnosis
   d. is distorted by emotion and is completely inaccurate

22. Ebbinghaus' research suggested that memory for meaningless information is forgotten
   a. very gradually over several days
   b. very gradually for several hours and then at a very rapid rate
   c. very rapidly in the first few hours after learning
   d. immediately

23. Your memory for personal facts consisting of memories of things you did and when you did them is contained in the
   a. procedural memory
   b. semantic memory
   c. episodic memory
   d. nondeclarative memory

24. Elaboration involves
   a. the creation of visual images to represent the words to be remembered
   b. decreasing the complexity of the material to be remembered
   c. forming two kinds of memory code for each word
   d. linking a stimulus to other information at the time of encoding

25. Self-referent encoding involves
   a. the creation of visual images to represent the words to be remembered
   b. making the material to be remembered personally meaningful
   c. forming two kinds of memory codes for each word
   d. linking a stimulus to other information at the time of encoding

26. Which memory system is referred to in your text as "working memory"?
   a. sensory memory
b. short-term memory

c. long-term memory

d. all of these collectively

27. Psychologists who doubt the accuracy of recovered memories of abuse maintain that
   a. the recovered memories result from the ineffective encoding of everyday events
   b. the recovered memories are accurate accounts of earlier events
   c. the recovered memories are inadvertently created in individuals after a therapist makes
      suggestions of childhood abuse
   d. individuals purposely make up stories of abuse to damage the reputation of the accused
      individual

28. Following a serious car accident in which both Rick and Ron suffer head injuries, they both have amnesia.
   Rick cannot remember events that occurred before the accident, while Ron cannot remember events that
   occurred after the accident. Rick suffers from __ amnesia and Ron from ____ amnesia.
   a. anterograde; retrograde
   b. retrograde; anterograde
   c. proactive; retroactive
   d. retroactive; proactive

29. The memory system that contains memories for factual information such as names, faces, events, definitions,
    and concepts is the
    a. prospective memory
    b. retrospective memory
    c. procedural memory
    d. declarative memory

30. Your memory of how to do something, such as how to shoot a free throw in basketball, is contained in your
    a. declarative memory
    b. procedural memory
    c. episodic memory
    d. semantic memory

31. Which memory system is characterized by both it requires little effort or attention to recall a memory and
    memories do not decline much over long retention intervals?
    a. declarative memory
    b. episodic memory
    c. procedural memory
    d. semantic memory

32. Clustering occurs when one
    a. remembers similar or related items in groups
    b. uses a semantic network to encode new information
    c. recalls information based on the use of related schemata or scripts
    d. associates various stimuli in order to maintain a greater quantity of information in
        short-term memory

33. Krista is 28 years old. She was burned quite badly in a kitchen accident when she was seven years old. Today,
    even though her parents still sometimes mention the kitchen accident, Krista has no memory of ever being
    burned. According to Freud, Krista may be
    a. showing signs of proactive interference
    b. experiencing retrograde amnesia
    c. experiencing the misinformation effect
    d. using repression to keep the distressing memories buried in the unconscious

34. The dual-coding theory argues that memory is
    a. enhanced by forming either semantic or visual codes
b. composed of declarative and procedural elements
c. composed of episodic and semantic codes
d. composed of schematic and nonschematic elements

35. Pseudoforgetting is viewed as a function of
   a. interference effects
   b. lack of attention
   c. hippocampal damage
   d. insufficient retrieval cues

36. Erin is studying for her anatomy exam. While she is studying, she tries to create as many pictures as she can to illustrate key ideas. In this case, Erin is using
   a. elaboration
   b. visual imagery
   c. self-referent encoding
   d. phonemic encoding

37. According to Baddeley, short-term or working memory does NOT include which of the following components?
   a. a rehearsal loop
   b. a feature-detection element
   c. a visuospatial sketchpad
   d. an executive control system

38. Damage to which of the following is most likely to cause deficits in long-term memory?
   a. limbic system
   b. hippocampal region
   c. sympathetic nervous system
   d. Broca's area

39. Miles has very vivid memories of a car accident he witnessed five years ago. When he closes his eyes and thinks about the accident, he feels as if he can recall every detail of it, right down to the brand name printed on the tires of one of the cars. This type of memory is called
   a. sensory memory
   b. procedural memory
   c. a flashbulb memory
   d. an implicit memory

40. Chunking involves
   a. the internal repetition of material a person is trying to remember
   b. forming connections between new information and information already in memory
   c. creating visual images of information to be stored in memory
   d. rearranging incoming information into meaningful or familiar patterns

41. The long-lasting increase in neural excitability at synapses of a specific neural pathway is referred to as
   a. spreading cortical activation
   b. long-term potentiation
   c. transfer-appropriate excitation
   d. an engram process

42. Adrianna was skiing when she fell and hit her head. When the operators of the ski resort ask her what she was doing just before she fell, she really can't remember. Adrianna's memory loss is consistent with
   a. cryptomnesia
   b. retrograde amnesia
   c. anterograde amnesia
   d. pseudoforgetting
43. Trent was attacked by another motorist and his head was banged against his car several times during their brawl. Since that night he finds that he is constantly forgetting to run errands, and he often forgets appointments. Trent's memory difficulties are consistent with
   a. retrograde amnesia
   b. retroactive interference
   c. pseudoforgetting
   d. anterograde amnesia

44. Craig is being introduced to the members of the fraternity he has just joined. There are 15 members who he has not met before, and once the introductions are over, he finds he can only remember the names of the first three people and the last two people he was introduced to. He can't recall the names of any of the other members. The memory difficulty that Craig is experiencing is consistent with
   a. late-selection filtering
   b. the misinformation effect
   c. non-distributed practice
   d. the serial position effect

45. Timothy was planning to tape a special broadcast late on PBS Tuesday night, but he forgot to turn the VCR on before he went to bed that night. Timothy's forgetfulness illustrates
   a. pseudoforgetting
   b. proactive interference
   c. anterograde amnesia
   d. a failure in prospective memory

46. The school of psychology that suggests psychologists should study only what can be objectively observed is
   a. humanism
   b. behaviorism
   c. structuralism
   d. functionalism

47. The theoretical orientation that emphasizes the unique qualities of humans, especially their freedom and potential for personal growth, is
   a. behaviorism
   b. functionalism
   c. humanism
   d. psychoanalysis

48. Which of the following is a medical doctor who specializes in diagnosing and treating mental disorders?
   a. a clinical psychologist
   b. a counseling psychologist
   c. a psychiatrist
   d. a physiological psychologist

49. The psychologist who took the position that organisms tend to repeat responses that lead to positive outcomes and tend not to repeat responses that lead to neutral or negative outcomes was
   a. Sigmund Freud
   b. B. F. Skinner
   c. Carl Rogers
   d. Abraham Maslow

50. Professor Vasquez believes that nearly all psychological disorders can ultimately be traced to abnormalities in brain chemistry. Professor Vasquez's beliefs are most consistent with the
   a. behavioral perspective
   b. cognitive perspective
   c. biological perspective
   d. humanistic perspective
51. When subjects are administered a series of written questions designed to assess their attitudes, opinions, or behavior, this is called
   a. direct observation
   b. a questionnaire
   c. an interview
   d. a psychological test

52. Researchers who were studying plant growth raised plants in two separate rooms. One room had taped conversations playing 24 hours a day; the other room was silent. The researchers found that the plants grew better in the room which had the conversations playing. In this study, the type of room (conversation or silence) would be
   a. the dependent variable
   b. an extraneous variable
   c. a placebo
   d. the independent variable

53. In a study designed to test the effects of a new drug developed to treat Alzheimer's disease, half the patients were given the actual drug while the other half of the patients were given a placebo (sugar pill). In this study, the experimental group is
   a. the patients who show evidence of an improvement in their memory
   b. the group who received the actual drug
   c. the group who received the placebo
   d. the patients who were not included in the study

54. Diaz conducts a decision-making experiment to determine if people reason more logically when they have more time to decide. All the participants who are under 40 are allowed 15 minutes to reach a decision about a problem; all the participants who are over 40 are allowed 20 minutes to reach a decision about the same problem. Diaz has a problem with his experimental design because
   a. there are two control groups and no experimental group
   b. the time allowed for the decision is confounded with the independent variable
   c. there is no dependent variable in the experiment
   d. the age of the participants is confounded with the independent variable

55. Scarlett is a graduate student who is observing children playing together after watching a film. She knows that some children saw a film that contained graphic scenes of violence and some children saw a non-violent film, but she doesn't know which film each child is observing watched. In this case, Scarlett is recording data for
   a. a double-blind research study
   b. a study with two independent variables
   c. an unethical research study
   d. a correlational study with confounded variables

56. Branches are to trees as ____ are to neurons.
   a. axons
   b. cell bodies
   c. dendrites
   d. nuclei

57. An antagonist
   a. blocks the action of neurotransmitters
   b. prevents reuptake of neurotransmitters
   c. mimics the action of a neurotransmitter
   d. extends the absolute refractory period of neural transmission

58. The somatic nervous system and the autonomic nervous system comprise the
   a. central nervous system
b. peripheral nervous system
c. skeletal nervous system
d. afferent nervous system

59. Bonnie has a disease that disrupts the functioning of her hypothalamus. With which of the following areas of functioning is she likely to have serious difficulty with?
   a. reading, writing, and tasting
   b. thinking, problem solving, and hearing
   c. eating, drinking, and body temperature control
   d. sexual motivation, tasting, and controlling fine motor movements

60. A patient's fear outbursts are found to be caused by pressure applied to the brain by a tumor. Where is the tumor likely to be found?
   a. reticular formation
   b. cerebrum
   c. amygdala
   d. medial forebrain bundle

61. Sensory adaptation refers to
   a. a weakening of a neurotransmitter substance
   b. a perceptual inversion principle
   c. a decline in sensitivity after prolonged stimulation
   d. an increase in sensitivity after prolonged stimulation

62. The optic disk is
   a. where the optic nerve exits the retina
   b. the brain structure responsible for the merging of visual fields from both eyes
   c. where light enters the eye
   d. another term for the lens

63. After having your picture taken with a yellow flash, you momentarily see blue spots floating before your eyes. This phenomenon is best explained by
   a. subtractive color mixing
   b. opponent process theory
   c. additive color mixing
   d. trichromatic theory

64. Pitch perception can best be explained by ____ for very low-pitched sounds, ____ for very high-pitched sounds, and ____ for pitches in the middle range.
   a. place theory; frequency theory; place theory
   b. frequency theory; both theories; place theory
   c. place theory; both theories; frequency theory
   d. frequency theory; place theory; both theories

65. The sense associated with the perception of smell is
   a. gustation
   b. olfaction
   c. kinesthesia
   d. audition

66. Sleep spindles, which appear against a background of mixed, mostly lower frequency EEG activity, are characteristic of
   a. stage 1 sleep
   b. stage 2 sleep
   c. stage 4 sleep
   d. REM sleep

67. The stage of sleep in which the slowest brain waves occur is
68. Night terrors are most closely associated with which of the following?
   a. a somnambulistic episode
   b. emotional disturbance
   c. severe depression
   d. NREM sleep

69. Charles is taking a prescription drug to reduce the anxiety he has been feeling since he lost his job. He finds that when he takes the drug he experiences some short-term lethargy and impaired coordination. It is likely that Charles' physician has prescribed
   a. a sedative
   b. a narcotic
   c. a stimulant
   d. a hallucinogen

70. Adam has just consumed a substance that provides him with increased alertness and energy, along with reduced fatigue. However, it also makes him more talkative, increases his blood pressure, reduces his appetite, and makes him restless. Adam has likely ingested
   a. THC
   b. an amphetamine
   c. LSD
   d. a sedative

71. Classical conditioning is a type of learning in which
   a. responses come to be controlled by their consequences
   b. an organism's responding is influenced by the observation of others' behavior
   c. an organism engages in a response that brings aversive stimulation to an end
   d. a neutral stimulus acquires the ability to elicit a response that was originally elicited by another stimulus

72. Carly used to be afraid of visits to her family doctor because she associated the sight of his waiting room with the pain of having a blood sample drawn. However, Carly's new doctor's lab worker is "painless," and the sight of the waiting room is no longer associated with pain. Consequently, Carly finds her fear of visits to her family doctor has disappeared. This illustrates the classical conditioning process known as
   a. spontaneous recovery
   b. extinction
   c. second-order conditioning
   d. avoidance

73. A worker receives $1.00 for every two units he assembles. He is being paid on a ____ schedule.
   a. fixed-ratio schedule
   b. variable-ratio schedule
   c. fixed-interval schedule
   d. variable-interval schedule

74. When Skyler was first training his dog, Smooches, to heel he would give Smooches a treat when she stayed close during walks. Now Smooches stays right by Skyler's side, even when she is not on her leash. In this case,
   a. the dog treats were negative reinforcers for staying close
   b. the staying close was a positive reinforcer for receiving dog treats
   c. the staying close was a negative reinforcer for receiving dog treats
   d. the dog treats were positive reinforcers for staying close
Henry received a bad sunburn on his face when he was skiing last winter. Now, before he starts a day of skiing, he uses a sunscreen on his face to prevent another sunburn. In this case, avoiding a sunburn functions as
a. a negative reinforcer for using a sunscreen
b. a positive reinforcer for using a sunscreen
c. a conditioned stimulus for using a sunscreen
d. an unconditioned stimulus for using a sunscreen
# Chapter 7 Exam - Memory

## Answer Section

### Multiple Choice

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37. ANS: B  PTS: 1  DIF: Correct = 30%  
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38. ANS: B  PTS: 1  REF: p. 286  OBJ: 7-22  
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39. ANS: C  PTS: 1  REF: p. 267  OBJ: 7-8  
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40. ANS: D  PTS: 1  REF: p. 266  OBJ: 7-6  
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42. ANS: B  PTS: 1  REF: p. 286  OBJ: 7-22  
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43. ANS: D  PTS: 1  REF: p. 286  OBJ: 7-22  
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44. ANS: D  PTS: 1  REF: p. 291  OBJ: 7-26  
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45. ANS: D  PTS: 1  REF: p. 289  OBJ: 7-24  
   KEY: Concept/Applied
46. ANS: B  PTS: 1  REF: p. 7  OBJ: 1-6  
   TOP: WWW  KEY: Factual
47. ANS: C  PTS: 1  REF: p. 10  OBJ: 1-8  
   KEY: Factual  MSC: ** (new or revised)
48. ANS: C  PTS: 1  REF: p. 21  OBJ: 1-15  
   KEY: Factual
49. ANS: B  PTS: 1  DIF: Correct = 90%  
   REF: p. 9  OBJ: 1-7  KEY: Factual
50. ANS: C  PTS: 1  REF: p. 13  OBJ: 1-10  
   KEY: Factual
51. ANS: B  PTS: 1  DIF: Correct = 96%  
   REF: p. 40  OBJ: 2-3  KEY: Factual
52. ANS: D  PTS: 1  REF: p. 43  OBJ: 2-5  
   KEY: Concept/Applied
53. ANS: B  PTS: 1  REF: p. 43  OBJ: 2-5  
   KEY: Concept/Applied
54. ANS: D  PTS: 1  REF: p. 44  OBJ: 2-5  
   KEY: Critical Thinking
55. ANS: A  PTS: 1  REF: p. 59  OBJ: 2-17  
   KEY: Concept/Applied
56. ANS: C  PTS: 1  DIF: Correct = 52%  
   REF: p. 74  OBJ: 3-1  KEY: Critical Thinking
57. ANS: A  PTS: 1  REF: p. 79  OBJ: 3-6  
   KEY: Factual  MSC: ** (new or revised)
58. ANS: B  PTS: 1  REF: p. 81  OBJ: 3-8  
   KEY: Factual
59. ANS: C  PTS: 1  REF: p. 90  OBJ: 3-13
   KEY: Critical Thinking
   MSC: ** (new or revised)
60. ANS: C  PTS: 1  REF: p. 92  OBJ: 3-14
   KEY: Concept/Applied
   MSC: ** (new or revised)
61. ANS: C  PTS: 1  DIF: Correct = 95%
   REF: p. 123  OBJ: 4-5
   KEY: Factual
62. ANS: A  PTS: 1  DIF: Correct = 73%
   REF: p. 127  OBJ: 4-8
   KEY: Factual
63. ANS: B  PTS: 1  DIF: Correct = 80%
   REF: p. 135  OBJ: 4-10
   KEY: Concept/Applied
64. ANS: D  PTS: 1  DIF: Correct = 74%
   REF: p. 152  OBJ: 4-19
   KEY: Factual
65. ANS: B  PTS: 1  DIF: Correct = 96%
   REF: p. 156  OBJ: 4-22
   KEY: Factual
66. ANS: B  PTS: 1  DIF: Correct = 29%
   REF: p. 179  OBJ: 5-6
   KEY: Factual
67. ANS: D  PTS: 1  DIF: Correct = 67%
   REF: p. 179  OBJ: 5-6
   KEY: Factual
68. ANS: D  PTS: 1  REF: p. 189  OBJ: 5-14
   KEY: Critical Thinking
69. ANS: A  PTS: 1  REF: p. 200  OBJ: 5-22
   KEY: Concept/Applied
70. ANS: B  PTS: 1  DIF: Correct = 83%
   REF: p. 200  OBJ: 5-22
   KEY: Concept/Applied
71. ANS: D  PTS: 1  REF: p. 216  OBJ: 6-1
   TOP: WWW  KEY: Factual
72. ANS: B  PTS: 1  REF: p. 220  OBJ: 6-3
   KEY: Concept/Applied
73. ANS: A  PTS: 1  REF: p. 232  OBJ: 6-12
   KEY: Concept/Applied
   MSC: ** (new or revised)
74. ANS: D  PTS: 1  REF: p. 233  OBJ: 6-13
   KEY: Concept/Applied
75. ANS: A  PTS: 1  REF: p. 233  OBJ: 6-13
   KEY: Concept/Applied
   MSC: ** (new or revised)