Learning style means the composite of characteristic cognitive, affective and physiological factors that serve as relatively stable indicators of how a learner perceives, interacts with and responds to the learning environment. This influences a variety of performances, interpretations, understandings and even social behaviours. Different types of persons adopt different approach to acquire and integrate information. This may affect the memory. The past studies also have clearly established that the learning sets, nature of material, the state at the time of learning and retrieval influence the memory. In this competitive era, the study of learning and memory carries serious implication. Therefore, the present investigation was designed to study the effect of Learning styles and retrieval facilitation on verbal memory.

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