Assessment 05: Consumer Perception and Cognition

The due date for submitting this assignment has passed. Due on 2019-09-04, 23:59 IST. As per our records you have not submitted this assignment.

All questions are Compulsory
Marks [1 x 10]

1) ____learning occurs when the consumer does not actively participate in information processing

- Incidental
- Directed
- Directive
- Participative

No, the answer is incorrect.
Score: 0
Accepted Answers: Incidental

2) A ____ measure rests on the idea that a buyer’s previous (and particularly most recent) purchasing behavior will determine future behavior

- Probability
- Behavioral
- Cognitive
- Purchasing

No, the answer is incorrect.
Score: 0
Accepted Answers:
| Lecture 01: Perception and Cognition - I (unit? unit=23&lesson=24) |
| Lecture 02: Perception and Cognition - II (unit? unit=23&lesson=25) |
| Lecture 03: Memory and Learning - I (unit? unit=23&lesson=26) |
| Text Notes 01: Perception and Cognition (unit? unit=23&lesson=27) |
| Text Notes 02: Memory and Learning (unit? unit=23&lesson=28) |
| Quiz: Assessment 05: Consumer Perception and Cognition (assessment? name=49) |
| Feedback Form (unit? unit=23&lesson=60) |

### Probability

3) ____ focuses on how learning can be modified through incentives and offers, counteroffers, and other forms of rewards and punishments **1 point**

- Contingency theory
- Probability theory
- Behavior analysis
- Cognitive theory

No, the answer is incorrect. Score: 0
Accepted Answers: *Behavior analysis*

4) ____ conditioning occurs when the unconditioned stimulus is presented first, followed by the conditioned stimulus **1 point**

- Vertical
- Backward
- Downward
- Simultaneous

No, the answer is incorrect. Score: 0
Accepted Answers: *Backward*

5) ____ strengthens the consumer’s beliefs regarding incoming information **1 point**

- Relevance
- Repetition
- Retention
- Competing information

No, the answer is incorrect. Score: 0
Accepted Answers: *Repetition*

6) ____ focuses on specific attributes of a product or service and how these attributes are understood and ultimately evaluated by consumers **1 point**

- A sensory cue
- An individual response factor
- A stimulus factor
- Sensory perception

No, the answer is incorrect. Score: 0
Accepted Answers: *Sensory perception*

7) Understanding perception and the factors determining how consumers ____ and services is central to effective marketing **1 point**

- Display brand loyalty
- Are influenced by quality
- View products
- All of the above

No, the answer is incorrect. Score: 0
Accepted Answers: *All of the above*
8) ____ is defined as the way in which an individual gathers, processes, and interprets information from the environment

- Perception
- Interpretation
- Directional approach
- Consumer information

No, the answer is incorrect.
Score: 0
Accepted Answers:
Perception

9) The processes through which we organize sensations and that demand a higher level of perception are known as the ____

- Probability theory
- Cognitive theory
- Gestalt principle
- Behavior analysis

No, the answer is incorrect.
Score: 0
Accepted Answers:
Gestalt principle

10) A(n) ____ is the use of a particular brand that represents most other brands

- Nonanalytical categorization
- Analytical categorization
- Exemplar
- Abstraction

No, the answer is incorrect.
Score: 0
Accepted Answers:
Exemplar