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:
3) ____ focuses on how learning can be modified through incentives and offers, counteroffers, and other forms of rewards and punishments
   - 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
   - Vertical
   - Backward
   - Downward
   - Simultaneous
   No, the answer is incorrect.
   Score: 0
   Accepted Answers: Backward

5) ____ strengthens the consumer’s beliefs regarding incoming information
   - 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
   - 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
   - Display brand loyalty
   - Are influenced by quality
   - View products
   - All of the above
   No, the answer is incorrect.
   Score: 0
   Accepted Answers: Display brand loyalty
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