Unit 8 - Week 06 : Mood, Emotion and Cognition

Assessment 6.1 : Memory and Learning

The due date for submitting this assignment has passed. Due on 2019-09-11, 23:59 IST. As per our records you have not submitted this assignment.

All Questions are Compulsory
Marks [ 1 x 10 ]

1) Marketing information is not processed in a vacuum but in the context of previous knowledge and experience stored in ____

- Databases
- Files
- Memory
- All of the above

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

2) When information first enters the brain, it is captured by ____ memory, where it may register as little more than a sensation and may last for only fractions of a second

- Sensory
- Long-term
- Short-term
- Limited

No, the answer is incorrect.
Score: 0
Accepted Answers:
Week 06 : Mood, Emotion and Cognition

- Lecture 01: Memory and Learning - II (unit? unit=29&lesson=30)
- Lecture 02: Emotion, Motivation and Mood - I (unit? unit=29&lesson=31)
- Lecture 03: Emotion, Motivation and Mood - II (unit? unit=29&lesson=32)
- Text Note: Emotion, Motivation and Mood (unit? unit=29&lesson=33)
- Quiz: Assessment 6.1: Memory and Learning (assessment? name=50)
- Feedback Form (unit? unit=29&lesson=61)

Week 07: Consumer Attitude

Week 08: Marketing Communications

Live Session

Sensory

3) People tend to forget information over time, due to a process psychologists call _____  
   - Retroactive inhibition
   - Temporary inhibition
   - Short memory
   - Retractile memory
   No, the answer is incorrect.
   Score: 0
   Accepted Answers: Retroactive inhibition

4) Recent evidence suggests that a _____ mood enhances the encoding of information in memory  
   - Active
   - Negative
   - Positive
   - Neutral
   No, the answer is incorrect.
   Score: 0
   Accepted Answers: Positive

5) Psychologists believe that information is organized in memory in terms of an _____ network in which each concept in memory, a node, is connected to other concepts by links  
   - System network
   - Associative network
   - Group network
   - Memory network
   No, the answer is incorrect.
   Score: 0
   Accepted Answers: Associative network

6) Memory is selective, and _____ varies according to a number of factors  
   - Remembrance
   - Relevance
   - Repetition
   - Retention
   No, the answer is incorrect.
   Score: 0
   Accepted Answers: Retention

7) The Zeigarnik effect states that if a message is _____, people will attempt to retain it for the purpose of future completion  
   - Lengthy and complex
   - Not repeated frequently
   - Complete
   - Not complete
   No, the answer is incorrect.
   Score: 0
8) Information ____ is determined mostly by the particular retrieval cues available at the time 1 point
   - Gathering
   - Retrieval
   - Processing
   - Interference

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

9) In making purchase decisions, we use two sources of product information, one of them is the ____ and the other is what memory provides us 1 point
   - External forces
   - External influences
   - External environment
   - External information

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

10) Information is first analyzed and assigned meaning in ____ memory 1 point
    - Sensory
    - Short-term
    - Long-term
    - Analysis

   No, the answer is incorrect.
   Score: 0
   Accepted Answers: Short-term