Assessment 6.2 : Mood Emotion and Cognition

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) One needs food, water, warmth, and shelter in order to survive. These motives can be considered _____

- Complex motives
- Functional motives
- Simple motives
- Desired motives

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

2) _____ is the result of social motives

- Choice of product
- Choice of manufacturer
- Choice of brand
- Choice of outlet

No, the answer is incorrect.
Score: 0
Accepted Answers:
Choice of brand
3) In an ____, the individual faces a dilemma of choosing between or among alternatives or approaches that seem equally attractive

- Approach-avoidance conflict
- Avoidance-avoidance conflict
- Approach-approach conflict
- Alternative conflict

No, the answer is incorrect.
Score: 0
Accepted Answers: Approach-approach conflict

4) Marketers can trigger consumer motives by _____

- Inducing need recognition
- Triggering need-benefit segmentation
- Triggering subconscious motivation
- All of the above

No, the answer is incorrect.
Score: 0
Accepted Answers: All of the above

5) In an ____, the same goal has both positive and negative characteristics

- Approach-approach conflict
- Approach-avoidance conflict
- Avoidance-avoidance conflict
- Alternative-avoidance conflict

No, the answer is incorrect.
Score: 0
Accepted Answers: Approach-avoidance conflict

6) To activate consumer motives and thus guide marketplace behavior, the marketer must steer the consumer from an actual state to a _____

- Functional state
- Desired state
- Recognition state
- Incidental state

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

7) People purchase and use products and services in order to experience certain emotional states or to achieve _____

- Emotional needs
- Emotional wants
- Emotional goals
- Emotional desires

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

8) Dissatisfaction is a(n) “____” emotion that occurs when an event is perceived to be unpleasant or obstructive to achieving one’s goals

- Conflict
- Distress
- Avoidance
- Suppressed

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

9) Cognitions of negative disconfirmation, underfulfillment of needs, and inequity are associated with ____

- Anger
- Distress
- Dissatisfaction
- Disturbances

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

10) In making product and service decisions, consumers move through a(n) ____

- Approach-avoidance conflict
- Sequence of choices
- Implementing process
- Functional process

No, the answer is incorrect.
Score: 0
Accepted Answers:
Sequence of choices