Assessment 07 : Consumer Attitude

The due date for submitting this assignment has passed. Due on 2019-09-18, 23:59 IST. As per our records you have not submitted this assignment.

All Questions are Compulsory
Marks [ 1 x 10 ]

1) Positioning by too many product attributes may backfire because of ____  
- Information overload
- Lack of focus
- Low recall
- Consumer suspicion

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

2) Marketers attempt to influence consumer beliefs about brands by associating them with important ____
- Market preferences
- Consumer benefits
- Values
- Product features

No, the answer is incorrect.
Score: 0
Accepted Answers: Consumer benefits
3) Which of the following particularly influences the way we retrieve brand information from memory

- Technical specifications
- Promotional campaign
- Ease of use
- Price relative to that of competitors

No, the answer is incorrect.
Score: 0
Accepted Answers:
Price relative to that of competitors

4) Identify the theory which recommends that marketers seek to influence affective responses by creating messages that appeal to consumers on the basis of one or more of the four types of responses

- Fishbein model
- Belief-importance model
- Functional theory of attitude
- Cognitive dissonance theory

No, the answer is incorrect.
Score: 0
Accepted Answers:
Functional theory of attitude

5) Which of the following is a correct observation

- Beliefs are affective
- Beliefs are based on feelings
- Beliefs are based on intuition
- Beliefs are cognitive

No, the answer is incorrect.
Score: 0
Accepted Answers:
Beliefs are cognitive

6) Recognition of product X among other competing brands and recall of its symbol or logo are examples of

- Perceived quality
- Brand awareness
- Brand loyalty
- Selective perception

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

7) What is the simplest and most common way of positioning products

- Through advertising
- Using celebrity promotional campaigns
- Through association of specific attributes with a brand
- Make sure the brand more than delivers on its promises

No, the answer is incorrect.
Score: 0
Accepted Answers:
Through association of specific attributes with a brand

8) When consumers were exposed to a range of possible financial consequences associated with purchasing a solar water heater, they were less likely to change their previously held beliefs. What could possibly cause this kind of behavior

- Overselling
- Mismatch
- Information overload
- Positioning strategy

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

9) It is in terms of brand associations that brands are organized in the consumer’s memory. What is a measure of the strength of those associations in the marketplace

- Brand identity
- Brand image
- Brand equity
- Brand awareness

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

10) ____ is a psychological association between a product or brand and an attribute or feature of that product or brand

- A consumer behavior
- A consumer belief
- Brand consciousness
- A consumer response

No, the answer is incorrect.
Score: 0
Accepted Answers:
A consumer belief