



Indian Institute of Technology, Guwahati  
Department of Humanities and Social Sciences

Max Marks = 60  
min

End Semester Exam- HS- 49 (2022)

Time = 180

Multiple Choice Questions (Answer all question): (1.5 x 10 = 15)

- 1 - Pritam drives by the same billboard every day on his way to work. He has seen the billboard so many times that he no longer notices it. This is an example of \_\_\_\_\_.
- A) sensory adaptation  
B) just noticeable difference  
C) differential threshold  
D) perceptual blocking
- 2 - \_\_\_\_\_ refers to consumers' heightened awareness of stimuli that meet their needs or interests, and minimal awareness of stimuli irrelevant to their needs.
- A) Selective attention  
B) Selective exposure  
C) Perceptual defense  
D) Perceptual blocking
- 3 - If you usually listen to the 6 o'clock news while waiting for dinner to be served, you would tend to associate the news with dinner, and eventually the sound of the 6 o'clock news alone might cause your mouth to water even if dinner was not being prepared. This is known as \_\_\_\_\_.
- A) instrumental conditioning  
B) classical conditioning  
C) conditional learning  
D) behavioral learning
- 4 - Reliance Supermarkets sometimes issued poker chips of different values when consumers checked out at their supermarkets. The consumers did not get one each time they checked out, and they did not know what the reward was going to be if they got one. This is an example of a \_\_\_\_\_ reward schedule.
- A) systematic  
B) variable ratio  
C) random  
D) fixed ratio
- 5 - Attitudes stemming from \_\_\_\_\_ are more confidently held, more enduring, and more resistant to competitors' messages than attitudes originating from promotional messages only.
- A) print advertisements  
B) product usage  
C) websites  
D) television advertisements
- 6 - If a consumer segment generally holds a positive attitude toward owning the latest designer jeans and values having the latest and greatest in designer jeans, then that segment's attitude toward new brands of designer jeans are likely to reflect that orientation. This is an example of the \_\_\_\_\_ of attitude.
- A) ego-defensive function  
B) utilitarian function  
C) value-expressive function  
D) knowledge function
- 7 - According to \_\_\_\_\_, discomfort occurs when a consumer holds conflicting thoughts about a belief or an attitude object.
- A) attitude-change strategies  
B) cognitive dissonance theory  
C) attribution theory  
D) self-perception theory
- 8 - The \_\_\_\_\_ affects the persuasive impact of the message.



- A) credibility of the level
- ☒ C) credibility of the source
- B) credibility of the noise
- D) credibility of the receiver
- 9 - When a marketer stresses the benefits to be lost by not using the product, the company is using \_\_\_\_\_.
- A) psychologically noise
- ☒ C) negative message framing
- B) positive message framing
- D) a two-sided appeal
- 10 - Marketers measure their communications' \_\_\_\_\_, or whether the message was received, understood, and interpreted correctly.
- A) direct effects
- B) indirect effects
- ☒ D) persuasion effects
- C) sales effects

Essay / Long Answer Questions (answer any three): (3 x 15 = 45)

- 1 - The dermatologist recommended skin care brand "Neutrogena" has introduced a line of men shaving products. How can the business promote these products using stimulus generalization? Explain principles of instrumental conditioning applicable to this marketing situation
  - 2 - Explain what attitudes are, how they are formed, and their role in consumer behavior. Describe a person's perspective on going to Disney World in terms of the tri-component attitude model
  - 3 - Advertisements try to enhance their appeal to the consumers in-order to enhance sale". As responsible consumers how can we make sure that we don't fall prey for such marketing tactics?
  - 4 - How are market segmentation, targeting, and positioning interrelated? Illustrate how these three concepts can be used to develop a marketing strategy for a product of your choice
  - 5 - Discuss the differences between the absolute threshold and the differential threshold. Which one is more important to marketers? Describe how marketers can apply their knowledge of the differential threshold to packaging and pricing for products like chocolate bars and cereals
- End of Paper-----