

MOODLE@LNMIIT

Started on	Monday, 4 October 2021, 10:00 AM
State	Finished
Completed on	Monday, 4 October 2021, 11:35 AM
Time taken	1 hour 34 mins
Grade	23.50 out of 25.00 (94%)
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Question 1
Complete
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Analyze different categories of consumer products from the perspective of Maslow's hierarchy of needs. Provide rationales for your answer.

Ans 1) -----

Technical Background :

Serial Position curve states that we generally remember those things that either come first in the list or last in the list. We remember very few things from the middle. It operates on basis of two effects - **primacy effect** and **recency effect**. Primacy effect states that things that come first in the list are remembered easily and recency effect states that things which come last in the list are remembered easily.

Serial Position curve is an evidence of memory stores since primacy effect is due to **long term memory storage of information of things first in the list** and recency effect is due to **short term memory storage of information of things last in the list**.

Real Life Example :

(1) In Malls , placement of shopping malls play a very important role in the profit of the shop. Shopkeepers generally try to place their shops at the **entrance of the mall** since when people come into the mall , they will first go into the shops that are easily approachable (those shops which are at the entrance).

(2) Another example could be in the case of **remembering a list of items** , we remember very well the things that are in the front of the list and end of the list . We remember very few things from the middle of the list.

Ans 2) -----

Technical Background :

Reinforcement can be of two types - **continuous** and **partial reinforcement**. Continuous reinforcement is something in which a reward can be given after every

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Ans 2) -----

Technical Background :

Reinforcement can be of two types - **continuous** and **partial reinforcement**. Continuous reinforcement, is something in which a reward can be given after every correct response. In Partial Reinforcement, reward is given generally after either a **fixed time** or **fixed interval**. Partial reinforcement in which reward is given after a **fixed time** are known as **fixed interval or variable interval**. Now the partial reinforcement in which reward is given after a fixed set of correct responses are known as **fixed ratio or variable ratio**.

Now we look into the application of each type of schedule in real life through their applications in organizations :

Real Life Example :

(1) **Fixed Interval** - In this type of schedule, we give reward after a fixed correct set of responses. **In the organizations, payment of salary after a fixed amount of time** can be an example of fixed interval schedule.

(2) **Partial Interval** - In this type of schedule, we give reward after a variable amount of time. **Incentives in Organizations can be an example of this type of schedule.**

(3) **Fixed Ratio** - In this type of schedule, reward is given only after a **fixed set of correct responses** are fulfilled. In organizations, payment of reward after a certain set of goals are achieved

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(2) **Partial Interval** - In this type of schedule , we give reward after a variable amount of time . **Incentives in Organizations can be an example of this type of schedule.**

(3) **Fixed Ratio** - In this type of schedule , reward is given only after a **fixed set of correct responses** are fulfilled. In organizations , payment of reward after a certain set of goals are achieved can be an example of this one (payment of salary when particular milestones of a goal are achieved). But this type of schedule can be disastrous at times because it can make the employees work better only when deadline is reached to show the work.

(4) **Variable Ratio** - In this type of schedule , reward is given after **variable set of correct responses** are fulfilled . An example of application of this type of schedule in organization can be **regular checks by the boss to increase efficiency of his employees**. Boss can conduct regular checks on his employees and reward them if they have fulfilled certain goals. This not only increases productivity of the employees but also the profit of the organization.

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