

1. Perception refers to the way sensory information is:

Organized

Interpreted

Consciously
experienced

All of the above

2. A _____ is anything that can trigger a physical or behavioral change.

Product

Service

Stimulus

Absolute threshold

3. _____ is when a stimulus reaches a point where it is strong enough to draw the attention of the sensory receptors and send a message to the brain of a person.

Absolute threshold

Subliminal Perception

Differential Threshold

None of the above

4. The ability of a sensory organ to notice the difference between any two similar stimuli is called:

Absolute threshold

Subliminal Perception

Differential Threshold

None of the above

5. Stimuli that go unobserved. Is too weak to be noticed by the sensory receptors.

Absolute threshold

Subliminal Perception

Differential Threshold

None of the above

6. _____ happens when a person encounters a stimulus in his surrounding environment and it comes within the range of his/her sensory receptors

Exposure

Perception

Interpretation

Organization

7. Marketers plan ways to increase exposure through which of the following:

Advertisements

Colourful displays

Packaging

All of the above

8. Exposure is _____ when people fast forward, skip, avoid stimuli exposure

Disrupted

Continued

Extended

None of the above

9. _____ ads are a type of video advertising that try to engage users by accepting user input like a poll.

Still-frame ads

Interactive ads

Dynamic ad placement

General ads

10. In this, specific ads are placed on a page based on any data available to the placement program.

Still-frame ads

Interactive ads

Dynamic ad placement

General ads

11. _____ occurs when a sensory organ creates a sensation after being exposed to the stimulus and the resulting sensations go to the brain for further processing.

Attention	Interpretation	Organisation	Sensation
12. This tool involves combining web searches, buying histories, frequently opened websites and other information to create a full user profile, depicting what your audience wants and purchases:			
Behaviour drafting tool	Behaviour changing tool	Behaviour targeting tool	Behaviour search tool
13. The _____ is a term for a consumer's favoritism toward a line of products due to positive experiences with other products offered by a maker:			
Halo effect	Phycological effect	Environmental effect	Sensation
14. A Stimuli that triggers an emotion is called as:			
Affective	Cognitive	Structured	Unstructured
15. This is the something that must be changed in order for a difference to be noticeable, detectable at least half the time.			
Minimum difference	Just noticeable difference	Detectable difference	Half difference
16. These packages mostly capture the attention of the consumer:			
Colourful packages	Taller packages	Unusual packages	All of the above
17. An advertisement depicting a mother and child bond is using a/an _____ appeal			
Fear	Humour	Rational	Emotional
18. This is a crucial factor effecting media choice:			
Ethnicity	Social class	Family life cycle stage	All of the above
19. An advertisement depicting a person who suffered an accident because of not wearing a helmet is using a/an _____ appeal			
Fear	Humour	Rational	Emotional
20. Making the brand name sound good in a way that's both pleasing to say and memorable to the consumer is called:			
Phonemes	Extension	Equity	Co-brand