

1. Who has given the hierarchy of needs hierarchy theory of motivation?

Abraham Maslow

David McClelland

Victor Vroom

Frederick Herzberg

2. Which among the following is the highest level need under Need Hierarchy Theory of motivation?

Physiological Need

Safety and Security
Needs

Social Needs

Self-Actualisation
Needs

3. Motivation is:

Our ability to
understand emotions

An internal state that
guides our behaviour
to attain the goal

Our ability to
understand cultural
values

Our ability to adapt to
our environment

4. Human beings seek out a sense of belonging as well satisfying feelings of hunger and thirst. These are examples of a/an:

Motivation

Drive

Need

Extrinsic motivation

5. The _____ technique is used to elicit deep seated feelings and opinions held by respondents. This technique is used to elicit deep seated feelings and opinions held by respondents, that might be perceived as reflecting negatively upon the individual.

Attitude

Drive

Need

Third party technique

6. Consumers may vent _____ by finding solutions, seeking solutions from others or completely avoiding the product/service in future.

dissatisfaction

7. _____ are those that explicitly communicate with the consumers about a given need, followed by a message that represents the advertised brand as a product that satisfies that need.

Informative advertisements

8. The _____ in Maslow's hierarchy include such things as love, approval and belongingness. At this level, the need for emotional relationships drives human behaviour.

social needs

9. In a _____ the test taker is required to respond to each of a series of words with the first word that comes to mind or with a word of a specified class of words.

word association test

10. Maslow's hierarchy of needs is an idea in psychology proposed by _____.

Abraham Maslow

11. Marketers present just the facts about the product or service, leading people to trust the information given to them. This is called the humour appeal.

True

False

12. Perception process is a transition of states within a person that propels him toward the satisfaction of a particular need, where motivation itself is taken as a hypothesized state.

True

False

13. An Approach/Approach motivational conflict occurs when a consumer faces two choices which are equally as attractive as each other and the consumer can only choose one.

True

False

14. A low level of involvement is where there is limited risk; the customer or consumer may be very familiar with the brand, product or service, or they may see the product or service as a habit or functional aspect of their life.

True

False

15. Emotions are heterogeneous and they may lead to varied psychological behaviors.

True

False