

1. Which of the following statements are correct?

learning is a
continuous process

it is possible to learn
subconsciously.

experience leads to
learning.

all of the above is true.

2. Which of the following as a source of learning and effect the behaviour of the consumer?

reference groups

friends

family

all of the above

3. _____ is the process of acquiring new understanding, knowledge, behaviors, skills, values, attitudes, and preferences.

marketing

interpretation

learning

information retrieval

4. _____ is the total accumulation of prior learning experiences.

memory

perception

learning

information processing

5. Which component of total memory is devoted to permanent information storage?

short-term memory

long-term memory

first memory

secondary memory

6. The consumer is motivated to buy a car. He makes an effort to search relevant information about the car on his own. This shows his _____ for learning.

High involvement

Low involvement

Medium involvement

No involvement

7. The consumer might be not interested in the brand information and pays no attention to its advertisement. This shows his _____ for learning.

High involvement

Low involvement

Medium involvement

No involvement

8. Conditioning is a form of learning in which a given _____ becomes effective in evoking a response in a defined environment.

Stimulus

Product

Service

Receptor

9. In _____ conditioning, the advertiser attempts to instigate consumers to associate their product with a particular feeling or response

Classical

Operant

Contemporary

Traditional

10. Classical Conditioning was proposed and studied by _____

Ryan Pavlov

Ivan Pavlov

Adam Walker

Sean Wayne

11. An advertisement for a fast-food restaurant will usually make the food look _____ so that consumers feel the urge to eat the food

Scrumptious

Mouth-watering

Tasty

All of the above

12. _____ also known as instrumental learning, involves rewarding desirable behaviors to reinforce the particular behavior

Classical conditioning

Operant conditioning

Behavioural
conditioning

Traditional
conditioning

13. Theory of operant conditioning was given by:

Ivan Pavlov

Adam Walker

Peter Drucker

B.F Skinner

14. An automobile manufacturers make an automobile that has a continuous beeping noise system until one fastens the seatbelt. This is an example of:

Positive reinforcement

Negative
reinforcement

Punishment

None of the above

15. Punishment aims at _____ a behaviour

Increasing

Decreasing

Repeating

Stabilising

16. _____ punishment's job is to weaken a response by using an unpleasant stimulus, like shouting at a teenager for inappropriate behaviour in the school.

Positive

Negative

Moderate

None of the above

17. _____ is the current perception of customers about a brand.

Brand image

Brand equity

Brand leverage

Brand name

18. _____ is a form of marketing in which a marketer presents the benefits of your product to a specific target audience.

Product positioning

Branding

Advertising

Product planning

19. _____ refers to the process of changing a target market's understanding or perception of a product or service.

Product positioning

Product repositioning.

Product mapping

None of the above

20. Marketers use _____ maps to compare their own offerings with the potential offerings.

| | | | |
|---|--|--|------------------|
| World | City | Brand | Perceptual |
| 21. Perceptual mapping helps in framing _____ for new product development. | | | |
| Gaps | Names | Policies | Plans |
| 22. _____ is the value that the consumers assign to a brand beyond the functional characteristics of the product. | | | |
| Brand equity | Brand name | Brand leverage | Brand value |
| 23. Building awareness involves increasing brand visibility to the relevant target audience by adopting various promotional methods such as: | | | |
| Publicity | Sponsorships | Events | All of the above |
| 24. _____ are the visible elements of a brand, such as the logo, color, design that assist in identifying and distinguishing the brand in the mind of the consumer. | | | |
| Brand name | Brand value | Brand leverage | Brand identity |
| 25. Which of the following statements are true? | | | |
| Brand leveraging fills consumers with a sense of familiarity. | It carries the positive brand characteristics into a new product category. | It leads to an instant brand recognition and trial | All of the above |
| 26. ABC company uses the aura of an existing brand name to expand the product class or to launch into a new category. It is initiating a _____. | | | |
| Brand name | Brand value | Brand leverage | Brand identity |
| 27. _____ refers to individual differences in characteristic patterns of thinking, feeling and behaving. | | | |
| Motivation | Perception | Learning | Personality |