X

Unit 8 - Week 06 : Mood, Emotion and Cognition

Course outline

How to access the portal

Pre Requisite Assignment

Overview of Foundation of Consumer Behaviour

Week 2: Need and Information Search

Week 3: Alternate Evaluation and Choice

Week 4: Consumption and Post-Purchase Behavior

Week 05 : Consumer Perception and Cognition

Assessment 6.1 : Memory and Learning

The due date for submitting this assignment has passed. Due on 2019-09-11, 23:59 IST.
As per our records you have not submitted this assignment.

All Questions are Compulsory
Marks [1 x 10]

1) Marketing information is not processed in a vacuum but in the context of previous knowledge and experience stored in ____ ***1 point***

- Databases
- Files
- Memory
- All of the above

No, the answer is incorrect.
Score: 0
Accepted Answers:
Memory

2) When information first enters the brain, it is captured by ____ memory, where it may register as little more than a sensation and may last for only fractions of a second ***1 point***

- Sensory
- Long-term
- Short-term
- Limited

No, the answer is incorrect.
Score: 0
Accepted Answers:

Week 06 : Mood, Emotion and Cognition

- Lecture 01: Memory and Learning - II (unit?unit=29&lesson=30)
- Lecture 02: Emotion, Motivation and Mood - I (unit?unit=29&lesson=31)
- Lecture 03: Emotion, Motivation and Mood - II (unit?unit=29&lesson=32)
- Text Note : Emotion, Motivation and Mood (unit?unit=29&lesson=33)
- **Quiz : Assessment 6.1 : Memory and Learning (assessment?name=50)**
- Quiz : Assessment 6.2 : Mood Emotion and Cognition (assessment?name=51)
- Feedback Form (unit?unit=29&lesson=61)

Week 07 : Consumer Attitude

Week 08 : Marketing Communications

Live Session

Sensory

3) People tend to forget information over time, due to a process psychologists call ____ ***1 point***

- Retroactive inhibition
- Temporary inhibition
- Short memory
- Retractile memory

No, the answer is incorrect.
Score: 0
Accepted Answers:
Retroactive inhibition

4) Recent evidence suggests that a ____ mood enhances the encoding of information in memory ***1 point***

- Active
- Negative
- Positive
- Neutral

No, the answer is incorrect.
Score: 0
Accepted Answers:
Positive

5) Psychologists believe that information is organized in memory in terms of an ____ network in which each concept in memory, a node, is connected to other concepts by links ***1 point***

- System network
- Associative network
- Group network
- Memory network

No, the answer is incorrect.
Score: 0
Accepted Answers:
Associative network

6) Memory is selective, and ____ varies according to a number of factors ***1 point***

- Remembrance
- Relevance
- Repetition
- Retention

No, the answer is incorrect.
Score: 0
Accepted Answers:
Retention

7) The Zeigarnik effect states that if a message is ____, people will attempt to retain it for the purpose of future completion ***1 point***

- Lengthy and complex
- Not repeated frequently
- Complete
- Not complete

No, the answer is incorrect.
Score: 0

Accepted Answers:
Not complete

8) Information ____ is determined mostly by the particular retrieval cues available at the time ***1 point***

- Gathering
- Retrieval
- Processing
- Interference

No, the answer is incorrect.
Score: 0

Accepted Answers:
Retrieval

9) In making purchase decisions, we use two sources of product information, one of them is the ____, and the other is what memory provides us ***1 point***

- External forces
- External influences
- External environment
- External information

No, the answer is incorrect.
Score: 0

Accepted Answers:
External environment

10) Information is first analyzed and assigned meaning in ____ memory ***1 point***

- Sensory
- Short-term
- Long-term
- Analysis

No, the answer is incorrect.
Score: 0

Accepted Answers:
Short-term