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Problem Recognition is the \_\_\_\_\_ step in the consumer decision- making process.  
first

An attitude is a \_\_\_\_\_ predisposition to behave in a consistently favourable or unfavourable way with respect to a given object.  
learned

By using \_\_\_\_\_ in advertisements, marketers can improve the chances that their adverts will be noticed by consumers and create favourable and lasting impressions.  
resonance

Anything that we have an attitude toward is referred to as an Attitude \_\_\_\_\_  
Object

Media organizations regularly research their own \_\_\_\_\_ in order to develop descriptive audience profiles.  
audiences

Like the basic tricomponent attitude model, the theory of "reasoned- action model incorporates a cognitive component, an affective component, and a \_\_\_\_\_ component.  
conative

\_\_\_\_\_ framing stresses the benefits to be lost by not using the product.  
Negative

The first step in designing a persuasive communication is to establish the \_\_\_\_\_ of the communication.  
objectives

According to Tricomponent Attitude Model, attitudes consist of \_\_\_\_\_ major components.  
three

It is important to note that attitudes result from \_\_\_\_\_ and reflect either a favourable or an unfavourable evaluation of the attitude object.  
behaviour

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