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[MKT303] An ____ in the context of consumer behaviour is a learned predisposition to behave in a consistently favourable or unfavourable way with respect to a given object
Attitude

[MKT303] There exists a ____ stage model of consumer decision making process.

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[MKT303] A scenario where an internal search does not proffer solution is ____.
External search

[MKT303] ____ consist of a variety of disguised tests which are designed to tap the underlying motives of individuals despite their unconscious rationalization or efforts at conscious concealment
Projective Techniques

[MKT303] ____ are those who cannot do without using certain brands or types of goods
Habitual consumers

[MKT303] ____ is when a marketer stresses the benefits to be gained by using a specific product.
Positive framing

[MKT303] ____ means materials presented last is more effective.
Recency effect

[MKT303] ____ is the amount of information that consumer stored in his/ her memory about particular product classes, forms, brands, models and how to purchase them.
Product knowledge

[MKT303] In ____, the other hand, researcher supervises the analysis
Quantitative research

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