Paper was easy

Long questions

Decision on Installation and use of product

Positive negative disconfirmation

Workgroup

Attitude k baray mein tha Kuch conceptual

Knowledge function

Mcqs sb conceptual thy

Psy 514

Can Maslow's need theory were applied in our society ?

Ye long tha

Difference b/w incidental & intentional learning

Legislative responce & business response define krny thy

Or baki sary conceptual hi thy yad ni aa rhy

Aik tha daily routine used item like bath set ki demand baht barh gai hai ...justify krin

Aik consumer apny customers ko mazeed costomer bnany ki request krta hai ye kis category mn fall krta define krin

Psy514

Mcq totally conceptual 5,6 files me the

Short question

1)types of reference group

2) constituten of personality

3) learning

4 attitude I bary je tha conceptual tha

L.Q

1)post purchase evaluation

2) benefits of warranties program

Baki conceptual thy yad nai

Psy514 (Mcqs)

1. Institutionalism ki first line question ki statement thi, answer Institutionalism tha.

2. Responses to consumerism pe tha, except type.

3. Environmentalist development of a new subculture. It is mainly composed of the.....

educated middle and upper class

4. Industrial revolution pe tha.

Europe

5. The outright lie ki definition thi

6. Consumerism pe thaa, yani consumers k rights and safety ko kon c branch protect krti hy.

7. Dissonance reduction pe except wala tha

8. Product set up and use ,iss me se bhi except walw

9. Effective warranty pe 2 mcqs thy, aik except wala and aik me sirf aik point isska tha baki change thy.

10. Repeat purchase is closely associated to

Brand loyalty

11. Trial purchase pe scenario tha.. k aik lrki first time aik new brand ki tea lny lgi thi to us ny socha phly small sachet ly leti hun.

12. Practical loyalists pe tha

13. Process of recalling and reviewing information in search. Internal search

14. Source of past experiences can be used in.

External search

15. Full service retailer pe bhi tha.. k kon zyada achi service detaa hy,pta nhi aisa hi tha kuch.

16. Shop extensively or shop from the first outlet. Kis question ko refer krta hy.

How to buy?

17. Attitude changing strategies pe tha. Except wala

18. Attitude research me se 2 thy.. iss k jo points hn unko ghol k pee lain.. aik except wala tha, or aik me sirf aik hi point likha hua tha wo btana tha.

19. Transfer of short term to long term memory.

2-10 seconds

20. Advertisement wearout pe scenario tha

21. Popcorn wala

22. Id pe aik scenario tha.. k aik lrki ny chori ki bcz usy koi dekh nhii rhaa tha, so us ny chori kr li.

23. Trait theory me se tha

24. Sarah was using MEDORA lipstick, now she uses it's nail polish.

Discrimination

Reinforcement

Repetition

Generalization

Me ne Generalization lgaya.

Bs itny hi yaad.