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Perception (Chapter 3)

1)\_\_\_\_\_\_ is the immediate response of our sensory receptors (eyes, ears, nose, mouth, fingers, skin) to basic stimuli such as light, color, sound, odor, and texture.

A) Perception

B) Hedonic Consumption

C) Recognition

D) Sensation

2) The process by which the way a word sounds influences our assumptions about what it describes and attributes, such as size.

A) Sound Symbolism

B) Noise Symbolism

C) Mind Symbolism

D) Audio Watermark

3) What kind of sense appears to moderate the relationship between product experience and judgement confidence?

A) Haptic

B) Kansei

C) Sensitivity

D) Rapport

4) How many stages are in the Perception Process?

A) 1

B) 3

C) 4

D) 6

5) When are we more likely to be aware of stimuli that relates to our current needs?

A) Perception

B) Perceptual Defense

C) Perceptual Selection

D)Perceptual Vigilance

6) When one part of a stimulus will dominate, and other parts recede into the background, this is considered:

A) Figure-Ground Principle

B) Endowment Effect

C) Natural User Interface

D) Adaptation

7) What is the stimuli that appears in unexpected ways or places that tend to grab our attention?

A) Exposure

B) Novelty

C) Hyper Reality

D) Sign

8) The \_\_\_\_\_\_\_\_ tells us that consumers tend to group together objects that share similar physical characteristics.

A) Closure principle

B) Similarity principle

C) Figure-ground principle

D) Physical principle

9) From a semiotic perspective, which is **NOT** a basic component of a marketing message?

A) Object

B) Figure

C) Sign

D) Interpretant

10) Refers to the process of making real what is initially simulation or “hype.”

A) Hyper Reality

B) Hyper Simulation

C) Novelty

D) Exposure

1) D

2) A

3) A

4) B

5) D

6) A

7) B

8) B

9) B

10) A