

1. (a) What is a decision-making heuristic? (b) Describe TWO typical heuristics used in consumer decision-making situations. (c) When are consumers more likely to rely on heuristics to make purchase decisions? >5%
2. Compare and contrast the cognitive response model and the expectancy-value models of attitude formation. >5%
3. Give the reasons why the understanding of post-purchase consumption behavior is important to marketing decisions. And what dimensions can be adopted to characterize the consumption behavior? (Hint: When are the products consumed?) >5%
4. (a) Define the concept of selective attention. What are the determinants of it? (b) Give the situations that selective interpretation or comprehension may happen to a consumer. Discuss the implications of these phenomena to marketing managers. >5%

試題請隨卷繳回