

CONSUMER BEHAVIOUR
HANKEN School of Economics

Autumn term 2011
Date: 3^{ed} of March, 2012
Time: 4 h
Instructor: Peter Björk
Means of assistance: None

You have four questions. Each question is worth 15 points at a maximum.
You need 30 points to pass the exam.

Good luck!

- 1) a) Describe the affective system in terms of its basic characteristics.
b) Peter and Olson present four different types of affective response. Explain the differences between "Evaluations", "Moods", "Feelings", and "Emotions".
- 2) Explain the following concepts;
 - a) Associative networks
 - b) Scripts
 - c) Classical conditioning
 - d) Accretion
- 3) Explain "The Theory of Reasoned Action" – model.
- 4) Attitude and hierarchical decision making models have been criticized for being too simple. Peter and Olson present a Means-End chain model. Explain the Means-End chain model of product knowledge and argue why this model is superior to attitude models and hierarchical decision making models.