



Høgskolen i Telemark

Fakultet for allmennvitenskapelige fag

FINAL EXAM

Course code:	6069
Course name:	Consumer Psychology
Studypoints for course:	7.5 studiepoeng
Percentage of total grade:	100 %
Exam date:	December 9, 2013
Exam place:	NEW YORK
Time:	02:00 – 06:00 p.m.
Language:	ENGLISH
Number of pages incl. coverpage:	2
Allowed resources during exam:	Dictionary Norwegian/English
Special remarks:	Answer FOUR of the five questions. The first four questions attempted will be graded.
Number of attachments:	0



ENGLISH:

Question 1:

(a) Discuss the nature and characteristics of Memory. In your discussion, explain the three different main types of memory, with a particular emphasis on (i) declarative and (ii) nondeclarative long-term memory. (b) Briefly explain (i) five memory effects and (ii) five potential reasons for inaccurate memory. (c) Explain how the research of Hermann Ebbinghaus contributed to the study of memory.

Question 2:

In detail, (a) compare and contrast Behavioral Learning and Cognitive Learning. (b) In this context, explain (i) Classical Conditioning and (ii) Instrumental/Operant Conditioning and provide specific examples for each approach.

Question 3:

(a) What is Motivation? (i) Discuss its nature, components, and dynamics, and (ii) list and explain five defense mechanisms for frustration. (b) In detail, explain any three of the following five motivational theories: (i) Maslow's Hierarchy of Needs; (ii) Attribution Theory; (iii) Equity Theory; (iv) McClelland's Theory of Learned Needs; (v) Vroom's Expectancy Theory.

Question 4:

(a) What are Attitudes? (b) Discuss in detail: (i) the Tricomponent Attitude Model; (ii) the Multiattribute Attitude Model; and (iii) the Attitude-Toward-the-Ad Model. (c) Briefly discuss the primary sources of influence on attitude formation and (d) explain five strategies of attitude change in the context of consumer psychology/consumer behavior.

Question 5:

(a) Compare and contrast the four major types of source characteristics in communications psychology. (b) Give specific examples of how the effectiveness of the message may be impacted by each of the source effects, and (c) discuss the use of nudity/sexuality, humor, and fear as advertising appeals.