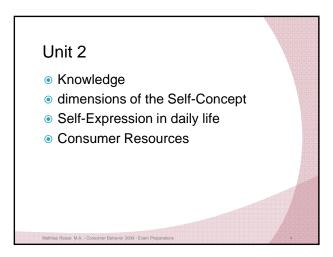


Format of the Exam 20 Questions Duration: 90min Multiply-Choice Complete / fill-in

Unit 2 Need Recognition Sources of Information Decision Rules Sacred Consumption Schema and Script tri-component view on attitudes Models to understand attitudes



Unit 3 Ninds of Learning Stages in Information Processing Methods / techniques to change consumer behavior

