# Chapter 4 Learning and Memory

## **Multiple Choice Questions**

1. Which one of the following is considered a pioneer in Learning and Memory?
2. Maslow
3. Herzberg
4. Pavlov
5. McCarthy
6. What is Spontaneous Recovery?
7. When a memory goes from the short term memory to the long term memory
8. It is the third stage of the decision-making process
9. It is an example of positive reinforcement
10. It is when the correct stimulus suddenly provokes the desired response after extinction occurs
11. A coffee shop offers a loyalty card where each purchase is rewarded with a stamp and can be redeemed for a free drink after every 6 visits. This is an example of:
12. Fixed ratio reinforcement schedule
13. Variable ratio reinforcement schedule
14. Fixed interval reinforcement schedule
15. Variable interval reinforcement schedule
16. In Pavlov’s experiment, the bell acted as:
17. An unconditioned response
18. An unconditioned stimulus
19. A conditioned stimulus
20. all the above
21. In Pavlov’s experiments, the food (meat powder) acted as:
22. An unconditioned response
23. An unconditioned stimulus
24. A conditioned stimulus
25. none of the above
26. Which of the following is often repeated in Rote Learning techniques?
27. Product information
28. Songs/Jingles
29. Logos
30. All of the above
31. A test in which people are shown a list of brands and asked which they remember is called:
32. A recall test
33. A recognition test
34. A brand memory test
35. Brand extension

**Revision questions**

1. Outline, with the use of an example, an approach that companies may use to benefit from the effects of stimulus generalisation, and explain the advantages of this.
2. With reference to behaviourist theories, describe how companies use marketing to appeal to their consumers.

**Answers**

### Multiple choice questions

1. C
2. D
3. A
4. C
5. A
6. D
7. B

### Revision questions

1. *Outline, with the use of an example, an approach that companies may use to benefit from the effects of stimulus generalisation, and explain the advantages of this.*

Stimulus generalisation is when a similar stimulus to the intended one can produce the same response from an individual. An approach that companies may use is Brand extension. Brand extension is when a company releases new products that are related to their existing products, for example Snickers releasing an ice cream bar which is packaged and marketed very similarly to their chocolate bars. As the original Snickers chocolate bar is a well-known and popular product it is likely that consumers will recognise the packaging and logo of the company when they see it, and so by using these same themes on the new ice cream product it will be recognised by consumers as a Snickers product and they will associate the same qualities with it. This means that any conditioned response that the customer has developed to the stimulus of Snickers chocolate bars may be automatically triggered by the sight of the new product, without the need for any additional conditioning. Assuming that the consumer has a positive response to the initial product of Snickers chocolate bars this would mean that the new ice cream would produce the same positive response and make the consumer much more likely to make a purchase. This approach can enable companies to release new products without high marketing costs.*Identify and discuss any one key characteristic of agricultural products.*

1. *With reference to behaviourist theories, describe how companies use marketing to appeal to their consumers.*

Companies can use between a range of techniques including brand stretching, brand extension and humour. Humour works to create a positive feeling that is mentioned in Skinner’s behaviourist theories regarding reinforcers and in further instances of advertisements including Budweiser this has been made evident. The repetition of the term ‘Wassup’ not only builds brand extension but the repeated humour creates a good feeling surrounding the stimulus. Therefore, in instances where the word ‘what’s up’ is used, even though it is not directly the same phrase, the similar connotation of the word will evoke memories of the incident when the consumer viewed the advertisement.

Another way in which companies is through brand stretching. This technique has been used and refers to how new products in unrelated markets attempt to still maintain their brand position through reputation alone. An example of where this has happened is with Disney and Kellogg's who worked together to create Star Wars themed product. This move takes a view of the cognitive perspective on learning, whereby experience and other memory processes enable the

consumer to make a decision. This allowed Disney to access a new pool of people in a different market and the character gave members of this market information about their brand.

The final example of marketing refers to brand extension, which is an aforementioned technique whereby a new product is introduced in relation to an existing range. As with brand stretching, it appeals to the cognitive element of learning. An example where this has been used is in the Snickers brand, who extended out to ice cream industry. In this case, Snickers used their existing market position in another area and consumers were able to use their knowledge of this, inferring that they were buying a quality product.