



Date: 27.02.2025  
Surprise Test  
Duration: 40 Min  
Full Marks: 10

1. What is Classical Conditioning and explain the strategic applications of classical conditioning.
2. What is Black Box Model otherwise called as and what are the different components of Black Box Model?
3. Define Operant conditioning. Illustrate 2 differences from Classical Conditioning.
4. Explain the following words in brief: Hedonic Products, Utilitarian Products, Evoked Set, Inpet Set, Inert Set, Advertising Wear Out.

Sushanti pond



5. Draw VALS Framework and explain in brief - What role the 3 different Primary Motivations and the continuum of Resources and Innovations have to play in the Framework.