1. How can attitude play an ego defense function?

2. Describe the ABC model of attitudes.

3. List the three hierarchies of attitudes and describe the major differences among them.

4. How are emotions (affect) and cognitions (beliefs) related to how attitudes are formed?

5. How do levels of commitment to an attitude influence the likelihood that it will become part of the way we think about a product in the long term?

6. We sometimes increase our attitude toward a product after we buy it. How does the theory of cognitive dissonance explain this effect?

7. Describe a multi-attribute model and list its key components.