

Ans 3 Hearing

Hearing, or auditory perception is the ability to perceive by detecting vibrations & changes in the pressure of the surrounding medium through time, through organ such as the ear. The academic field concerned with hearing is auditory science. Sound may be heard through solid, liquid or gaseous matter.

Learning -

consumer learning is the process by which individuals acquire the purchase and consumption knowledge and experience then apply to future related behaviours.

Basic element of learning

(1) Motivation

2) Cues

3) Response

4) Reinforcement

There are some major factors which influence learning.

(A) External factor

(B) Internal factors

(a) External factors -

(a) Heredity - Some learners are rich in heredity endowment while others are not.

(b) Status - Physical and other conditions also matters in the learning process.

(B) Internal Factors

Following are the important factors affecting learning

- 1) goal and purpose
- 2) Motivation behaviour
- 3) Interest
- 4) Attention
- 5) Practice
- 6) Fatigue
- 7) Attitude
- 8) Emotional condition
- 9) Retention
- 10) Guidance