

ASSIGNMENT

1. Explain perception and the factors that influence it.
2. Explain attribution theory and list the three determinants of attribution.
3. Identify the shortcuts individuals use in making judgments about others.
4. What is self serving bias?
5. Explain the link between perception and decision making.
6. Explain Bounded Rationality.
7. Apply the rational model of decision making and contrast it with bounded rationality and intuition.