

MKT530 Consumer Behaviour

Mid Term paper on 19-12-2012 by Owais Shafique

Total 27 Questions for 41 Marks. Time 60 Minutes

There were 22 MCQs, all new and every single one was conceptual. The whole paper was conceptual.

Short Questions. (Not Exact Wording)

1. How an Automobile Manufacturer can use needs for Marketing? Briefly Explain? (3 Marks)
2. What are the implications of Selective Perception, Selective Interpretation and Selective Attention for advertisers? (3 Marks)
3. How can marketers market a washing machine to men. Discuss in the light of Two Brain (Left and Right Hemisphere) Theory? (3 Marks)
4. Can marketers create “Positive association with a product”? Comment based on the Classical Conditioning Theory? (5 Marks)
5. This Question was about “Attitude Towards Behaviour Theory” and its factors or something? (not very clearly described in hand-outs therefore I can just reproduce this much of the question) (5 Marks)

Hope This helps...!!! Good Luck...!!!

