

22 mcqz 3 short question 2 long question

Q. Marketers use to offer their brands with the words “new”, “improved” etc. over a period of time. What is the purpose and the causes of this approach in context of positioning?

Q. How can a sales person use “self perception theory” in his job? Elaborate in the context of Attribution Theory.

Q. How the brand personality relates to the gender? Briefly explain by citing examples.

Q. ABC Company is going to launch a new toothpaste brand – having a new ingredient that helps in whitening the teeth. What option do the company has to position the brand?

Q. In a consumer research, the attitude of consumers towards Brut Perfume was studied. Consumers rate it to be refreshing, pleasant and appealing to others. Do you think the study of attitude is complete after this finding, yes or no, give reasons.

