

Mkt 731 Consumer Behavior Final term paper (23-07-2013)

QNO1: Pure water is going to launch a fresh juice, it suggests its name SUADIA WINE, what do you think about this name as a Muslim, critically explain what company should do.

Qno2: Informal sources can increase post purchase dissonance about durable goods justify with at least three arguments.

QNO3: Why insurance companies use families in their ads, explain 5 benefits

Qno4: TV and internet exposure with foreign culture have changing our culture give 2 arguments

QN5: Why young generation using cell, more than pager how you will explain it

QNO6: Some consumers have high share in purchasing but are limited in numbers, others are more in numbers but low in share, develop marketing strategy for both low and high share

Qno7: Write five benefits for consumers to join brand community

QNO8: Which family life cycle you will choose to market a new pizza, give two arguments

QNO9: Companies believe that countries in same region irrespective to religion have same values, do you think, company should adopt this belief, explain with two arguments

QNO10: You visit many sites for mobile purchase decision, do you think information on sites is credible, share any experience.

QNO11: How we can change behavior about polio vaccination in rural Pakistan, clear it in just two steps not more than that.