

Thanks To Madeeha Gulraiz

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Q1: Blackberry is considered as first smart phone that hit the market. Initially it target the professionals and businessmen class and advertising compeign was designed accordingly. Excessive images of professional and business class personalities shaped a specific perception about blackberry in the minds of customers. How would you perceive blackberry as product and how blackberry can redesign its target market? If require. 3 Marks

Q2: It is said that night packages offered by mobile companies are diverting the attentions of youngsters in Pakistan towards unproductive activities. Other school of thought say, its channel of communication and can be used for productive activities as well. Which school of thought you favor and why? Give three reasons. 3 Marks

Q3: McDonald has placed a bill board along road side for HAPPY MEAL, which is full of fun games and no image of burger and cold drink are displayed. Is it an appropriate advertisement? Give two arguments. 3 Marks

Q4: Opinion leaders in families are always dominate the decision if regarding high involvement product. In what circumstances you will deny the advice of your elder and take your own decision. Share your experience. 3 Marks

Q5: In your opinion why development of international marketing strategies has become critical for Pakistani marketers. Give two reasons. 3 Marks

Q6: Human nature is unpredictable. In developing countries there are many sports which are called extreme sports involve high risk. What risks are associated with extreme sports and what are the motives behind this craze? 5 Marks

Q7: For segmentation and targeteting, companies measure social class. In your opinion which measurement is appropriate for niche market, Single variable index or multi variable index? Give two arguments. 5 Marks

Q8: Companies Intel, Facebook, McDonald and Microsoft consider whole world as one market. As compare to other multinational companies what factors make these global companies unique? Give five points. 5 Marks

Q9: Why opinion leaders are more credible than advertisement. Give two arguments. 5 Marks

Q10: Negative word of mouth for the competitors companies is used to increase market shares. Is it true spirit to increase market share? 5 Marks

Q11: Waseem akram in ARIAL commercial and lower middle class ladies as BRITE commercial. Give two comparisons. 5 Marks

Q1: Pure water is going to launch fresh juice it's suggest its name SAUDIA WINE. What do you think about this name as a Muslim? Critically explain what company should do?

Q2: Informal sources can increase post purchase dissonance about durable goods justify with at least three arguments.

The influence of informal source like friends, neighbors, and family is more considered as reliable because the communication of these individuals for a third brand has number of the personal interests so most probably they will be telling the true facts. Positive word of mouth becomes the strong source in building credibility.

Opinion leaders are normally more aware about the product categories and evaluate the things by their own experience hence they have more positive impact.

Actually customer becomes personally involve in the product which has concern about the organization. Similarly, they get psychological satisfaction by getting more and more information seems to be an expert in that area and then they would like to share it with others. They also have post purchase behavior dissonance which encourages others to buy the same product.

Q3: Why insurance companies use families in their ads? Explain five benefits.

Insure all family. Encourage health policy. Security confident

Q4: TV and internet exposure with foreign culture has changing our culture. Give arguments.

Q5: Why young generation using cell phones more than pager?

Q6: Some consumer have high share in purchasing but are limited in number other are more in number but low in share. Develop marketing strategy for both low and high share consumers.

Brand influence a team

There are three types of users; Heavy users, Medium users and Light users. Research indicates that normally 20% of the population of the segment buys 80% products of a company. Heavy users will buy more products than the light users. Usage conditions and outcomes can be explained through three important concepts: use framework, awareness, and brand loyalty.

(1). *Use framework*

Current Share -Current use

- High-Lows (Try to increase Usage range)
- High - Highs (Retain them) (Make them happy)
- Low-Lows (Ignore them)
- Low - Highs (Use push strategy)

(ii). Awareness concept.

In certain cases, we can study the people on the basis who are aware of our product and the group who are not aware of our product. And normally those will buy who are actually aware of the brand. Logic suggests that high aware brands will be stronger in the market. This will lead to the brand equity concept which means who strong your brand is in the market.

(iii). Brand loyalty concept

It suggests repeat purchase behavior. Every company normally tries to achieve this concept. It is important for the marketers to know who are more aware and who are not loyal. Brand loyalty is the goal of every marketer. Low brand loyalty suggests switching behavior. If there is quality product, the product is more amenable to achieve brand loyalty.

Q7: Write five benefits for consumers to join brand community.

- Need for Affiliation fulfilled
- He will feel prestige to be part of community.
- Socially secure from brand risk factor.
- Peer Advocacy, collaboration, engagement, and fan ship, content

Henley Center researched that 90% of people trust their spouse, 82 their friends, and 69% their work colleagues. Only 27% trust retailers, 14% advertisers and 8% celebrities.

Q8: Which family life cycle you will chose to market a new pizza?

Bachelorhood

Q9: Companies believe that country in same region irrespective to religion have same values. Do you think that company should adopt this believe. Explain with two arguments.

Yes, company should adopt.

Q10: You visit many sites for mobile purchase decision. Do you think information on sites is credible, share any experience?

Yes,

Q11: How we can change behavior about polio vaccination in rural Pakistan? Clear in just two steps not more than that.

Q1: How can you predict the culture of any country by its political situation?