# MKT 731 Consumer Behavior Final Term 28 July 2013

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**1: Modern research suggests that CRM is the suitable way to identify consumer behavior. Give three arguments.3 markd**

**2: Why ufone use humor in their ads which kind of this advertising strategy in comparison of their completive. Discuss three points. 3 marks**

**3: you are in a Lahore gym khana how you will observe the difference between upper-upper classes and lower upper class in the club. Give three arguments. 3 marks**

**4: due to TV and internet do you think there is any cultural effect on the consumer behavior of Pakistan? 3 marks**

**5: What are the reasons that an electronic dish washer is not diffuse in the market after struggling? 3 marks**

**6: online shopping is creeping in Pakistan but consumer can not physically observe the product as in physical shoping , Discuss on line and physical shopping in perspective of cognitive personality traits. 5 marks.**

**7: Shukat khanam cancer hospital use emotional ads for persuasion. Is it right way for persuasion? Give two arguments. 5 marks**

**8: which is the related variable to income, occupation, education, (a) expensive vocations, (b), fat free diet? 5 marks**

**9: Cable TV initially was use by the lower upper class but with the passage of time it is accessible to lower class. How this diffusion of Cable**



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**TV diffuse into the Pakistani culture. 5 marks**

**10: the consumer can judge the intentions of the sales person at it can affect the consumer buying behavior. Discuss this statement according to attribution theory. 5 marks**

**11:**



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